

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
12 West 31st Street, New York City

VOL. XCH

NEW YORK, JULY 22, 1915

No. 4



Big Little Rhody

Napoleon was physically little—they nicknamed him "The Little Corporal"—but he changed the map of Europe and won fame as the greatest soldier of all time.

Japan is a little country physically, but she gave big Russia a grand good licking, and now has Giant China eating from her hand.

Rhode Island is physically "The Littlest Girl" in our big family of States, but industrially she is a Hercules (if you will pardon the mixed gender), ranking seventeenth in the total value of manufactures as compared with those of her sister States.

All of which proves that size is nothing as compared to brains, energy and get-up-and-getiveness.

The population of Rhode Island is only about six hundred thousand souls, but judging by her productiveness they must be the

busiest six hundred thousand souls in the country.

To begin with, Rhode Island had the men—strong-fibered, big-brained, courageous men, from Roger Williams right on through a long list of sturdy pioneers—and she started to do new things right from the jump.

She originated a form of government which was the most democratic ever known. The early settlers of Providence founded, in 1638, the first Baptist Church in America. The first British blood in the war of the Revolution was shed by a Rhode Islander, and her citizens did yeoman service in winning the freedom of the Colonies.

Rhode Island gave the first spinning-jenny to the United States; she established the first cotton mill; operated the first

(Continued on page 49)

Do Your Fall Advertising Plans Include New York—the Great- est Retail Center in America?

Here are gathered about 6,000,000 people with *abnormal purchasing desires*, due to (1) the tremendous number of retail outlets which invite buying at every turn, (2) the unremitting pursuit of entertainment which dominates New Yorkers of all classes, and (3) a concentration of wealthy families which have raised the luxury standards through every strata.

To capture this market for your product means even more than vast sales at low selling cost. NATIONAL PRESTIGE has its foundations in New York. The article that "goes" here is doubly recommended to the rest of America. "300 nights in New York" means more to a play than any other five words.

The cost of reaching this vast population through periodicals would be prohibitive, BUT EVERYBODY RIDES and the geography of New York compels the use of the SUBWAY and ELEVATED by *everyone frequently* and by the *majority of riders twice daily*.

Many of America's foremost advertisers have for years relied solely upon the car cards and posters of these great rapid transit lines to "cover" New York. We have letters expressing their enthusiasm at results, backed up by renewal contracts at increased rates. Almost

TWO MILLION

people are carried DAILY on these far-reaching systems. This immense circulation is yours at less than three cents per 1000 for a card in brilliant color the size of a newspaper's half-page.

ARTEMAS WARD
Trading as Ward & Gow

50 UNION SQUARE

NEW YORK

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. XCII

NEW YORK, JULY 22, 1915

No. 4

Turning the Profit Corner by Centering on Quickest-moving Lines

"Black Cat" Hosiery Makes an Investigation and Acts on the Disclosures

An Authorized Interview with

H. J. Winsten

Sales and Advertising Manager, Chicago-Kenosha Hosiery Co., Kenosha, Wis.

HERE is a point that most manufacturers lose sight of: marketing a staple is like running a jitney bus—the profit is in the fifth passenger."

Then, with pad and pencil, H. J. Winsten, sales and advertising manager of the Chicago-Kenosha Hosiery Company, making "Black Cat" hosiery, explained. "Four years ago we were selling in round numbers, say, a million dozen hose a year. It looked like a big business. It was a big business, but it wasn't big enough. There was still room for that 'fifth passenger,' although we didn't realize it until at a cost of nearly \$20,000 we had an accounting concern install a production system. This soon proved to us that it was possible, without adding materially to our overhead, to increase our production 300,000 dozen. A saving of 25 cents a dozen in 'fifth passenger' overhead meant \$75,000 of 'found' money; it gave us an opportunity to try out a merchandising plan which we had in mind for some time, and which in the four years it has been in effect has increased our sales 40 per cent."

The basic idea of the plan Mr. Winsten refers to had its origin in one of his periodical excursions among Black Cat dealers, of whom there are over 9,000. In search of data for his catalogue, Mr. Winsten had stopped off at a bustling Iowa town not far from Davenport. After a few questions,

the dealer suggested that they talk things over in his office in a gallery back of the store. As he sat down by the dealer's desk, Mr. Winsten noticed this sign: "We Want Turnovers, Not Leftovers." It was the only thing that broke the bareness of the office walls.

The sign started Mr. Winsten to thinking. Here was a dealer who was, beyond a doubt, successful. Although the town was a small one, he was doing a business that would have put many city merchants to shame. His mailing-list showed customers for many miles around. And he laid it all to the fact that he had started in business determined to make good on a quick turnover without the usual leftover basis.

"Common sense tells you that the profit a dealer makes depends upon how often he turns his stock and how much business he can do on the least capital," was the way he justified his policy.

LESS NUMBERS AND MORE SALES

Mr. Winsten came back to Kenosha determined to do something more than advocate and help. He set out to develop a plan that would insure the dealer turning his stock of Black Cat hosiery. If he could do that he would automatically make better dealers—dealers who bought more of his product, who were a better credit risk and who would give him more advertising co-operation.

After a number of conferences with President Allen and others it was decided to reorganize the sales policy. "On the theory that leftovers and too few turnovers were largely a matter of careless buying on the dealers' part," explained Mr. Winsten, "we began with them. We went back several years in our records and picked out from our line of several hundred numbers those which were sure sellers, those which the dealer positively couldn't go wrong on.

fore indicated steady consumer demand.

"2—What numbers in the line offered the most satisfactory profit to both the dealer and ourselves.

"3—What numbers offered dealers a wide enough range.

"4—What numbers, from the standpoint of past experience, gave most satisfaction to our consumer customers.

"This test brought to light 61 out of our 240 numbers that we knew any dealer would be safe in buying, because they would be quickly sold with little danger of leftovers. As President Allen said, 'By concentrating on these numbers the dealer ought to be able to turn his hosiery stock at least four times a year. He can't make the mistake of ordering a lot of numbers which will stay on his shelves, and he can keep a stock that is full, complete and up to the minute. There will be no need of his holding cut-price sales to clean out odds and ends, for the odds and ends will be eliminated at the beginning.'

MAKING BUYING MECHANICAL

But, thorough as this plan appeared, its success hinged on two points. First it

was essential to so impress the dealer with the possibilities of the plan that he would act accordingly; and, second, it was necessary to influence consumer-demand in the same direction. That was where the fund saved out of the overhead on the 300,000 dozen "fifth passenger" hose came in. It provided the means of educating dealers up to buying by the new plan and encouraging the consumer to ask for those numbers.

MAGAZINE COPY TO APPEAR JUST BEFORE "BLACK CAT SCHOOL WEEK"

We figured that if we could develop a few sure-selling and popular numbers, and then make it necessary for the dealer to concentrate on these sure-sellers, his turnovers would be materially increased.

"To select numbers which we could safely recommend to a dealer as certain sellers we applied four tests, as follows:

"1—What numbers were consistently purchased by the majority of our dealers, and there-

Demonstrate!

Don't estimate, approximate or exaggerate, but always demonstrate when you purchase circulation in the automobile field.

We guarantee over 100,000 circulation that reaches the vital units for all automobile and accessory purchases.

Economize Your Appropriation

Our papers give the lowest rate per thousand purchasers.

With a circulation that comprises more than 100,000 trade leaders and car owners we can **guarantee** results.

May we forward estimates for effective and economical advertising? Our completely equipped Service Department will assist you in copy writing and art work.

THE CLASS JOURNAL CO.

239 West 39th Street, New York

CHICAGO

DETROIT

CLEVELAND

Publishers of

THE AUTOMOBILE
MOTOR AGE

MOTOR WORLD
MOTOR PRINT

Members Audit Bureau of Circulations

"Our first step, so far as the dealer was concerned," continued Mr. Winsten, "was to get out a catalogue that would be more than a catalogue. We wanted something that we could put up to the dealer as a \$5,000-a-year department manager; a skilled, experienced hosiery buyer, superior in hosiery knowledge to most of those employed by the big department stores. With the end in mind, we set out to gather into

field, behind the retailers' counters. "In addition to a number of trips out among our dealers, in both the larger cities, where we have several dealers, and the smaller towns, where one dealer represents us, we brought dealers to the factory and studied them there. Correspondence was searched for questions which would give us a hint as to the information which our dealers wanted. Then we went through

our catch and selected the most useful material. This we put into the catalogue, turning it from a mere price-list into a device capable of managing the dealer's ho siery department!"

WHY SHE BUYS
Black Cat
SILK HOSIERY

WE invite Good Housekeeping readers to note how we have secured a combination of smartest style and guaranteed durability in Silks at a moderate price.

The extended toe is doubly woven with part

The extended toe is doubly woven with pure, long-fibre Sea Island Cotton. The high spliced heel, similarly reinforced, and the double sole, also made of Sea Island Cotton, have practically no wear-out to them.

The high-tension elasticity of Black Cat silk hose makes for comfort.

The ankle, shaped and fitted, clings with an even tension that makes for smart apparel. The classic hem conforms snugly above the knee.
See illustration.

Black Cat Silk Hosiery has a delicate sheerness and flawless unclouded appearance because made of purest Japan silk. The hosiery possesses the rich brilliancy of "silk in the sun," an richness which

Blick Cat Silk Hosiers comes in exact shades to match shoes and gowns. Only the best developed dyes are used, thus ensuring durability, sanitary footwear and absolutely non-fading qualities.



BLACK CAT CATALOG of 214 Styles For All The Family—FREE
CHICAGO-KENOSHA HOSIERY CO., KENOSHA, WISCONSIN
Made in U. S. A. For Over 30 Years

CHALLENGES READER TO EXAMINE THE HOSIERY, AND
EMPHASIZES A FEW OF THE POPULAR NUMBERS

the catalogue the cream of thirty years' experience in the hosiery business. Our idea was to pack it full of concrete, practical information such as the average merchant, studying and selling many diversified lines, might fail to acquire in a lifetime.

"To build such a catalogue took a lot of hard digging. Most of the digging was done out in the

that slow-selling articles would not get into the order-blank, and devised an order-blank especially for that purpose.

"Instead of using the usual single-sheet order-blank, we planned one that took the form of a four-page folder. The dealer slipped a carbon inside of it and wrote his order on the first page, which, of course, was specially

This service creates both consumer and dealer demand

The People's Popular Monthly with its home circulation of over three-quarters of a million—three-quarters of which is concentrated in eleven states—creates consumer demand equal to any other medium.

It has a larger influence than most publications, because of its concentration. Fifty to three hundred subscribers in a single town produce results, while the same number scattered in a dozen towns doesn't cause a ripple.



In these same eleven states there are fifteen thousand retail merchants who are carrying in stock and giving preference to the goods advertised in The People's Popular Monthly. These merchants are co-operating with us through our Popular Store Service.

With this service the advertiser creates simultaneously both consumer and dealer demand. The People's Popular Monthly enables him to do intensive consumer advertising, and through our service we aid him to extend his distribution and stimulate the interest and co-operation of those merchants who are already handling his goods. We will be glad to discuss this plan with you.

People's Popular Monthly, Des Moines, Iowa

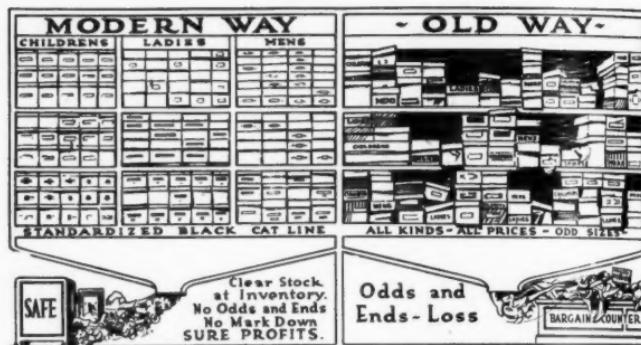
ruled. His copy of the order was found on the third page, which he detached and kept. On the second page, or what would be the back of the original order, we listed the sixty-one 'concentrated' styles. On the back of the duplicate order, or what would be the fourth page of the folder, we had what we called the 'Black Cat Concentration Monthly Stock-sheet.'

"The purpose of this sheet is to guard against the dealer either overstocking himself or being out of the sixty-one styles. The stock-

sheet than the catalogue or the order-blank is the consumer-advertising, which fits into the concentration idea so perfectly. It is obvious that if one were to make the most of pushing our 61 popular numbers, pressure must be put on the consumer to get him to accept readily those styles which the dealer has in stock. Only in this way can a maximum number of turnovers be assured.

ADVERTISING THAT PAYS ITS WAY

"While our dealer-work is im-



No Haulery Department can afford to be made a merchandising foot-ball-kicked here and there. Concentration on a standardized complete line is the modern way to reduce investment and make your inventory show and assure profits.

THIS ILLUSTRATION, FROM A DEALER FOLDER, SHOWS THE ADVANTAGE OF CARRYING BUT A FEW NUMBERS

sheet makes it easy for him to go through his stock and jot down the stock he has on hand. The ruling provided a square for each number, the square being divided in half from corner to corner by a line. The amount of stock on hand for each number is entered above the line, or what would be the upper left-hand corner of the square. The lower right-hand corner of the square, below the line, is where he estimates his next month's requirements of that number. With this order-blank he can't go wrong, for he refers to his stock-sheet as he lists his items on the order, and buys only what last month's sales indicate he can surely dispose of."

But of even more importance in

portant," said Mr. Winsten, "it has been our consumer-advertising, backed up by the co-operative work of 9,000 dealers, that has chalked up our 40 per cent sales gain. It put the finishing touch to the plan.

"In the first place, to attempt to trim down a line from 240 to 61 numbers without providing for some means of concentrating purchases on the fewer items would simply mean a proportionate trimming of sales. That would have been just the opposite of what we were after. But telling the consumers that they should buy certain numbers for certain good reasons stimulates active interest in the desired numbers. Gradually it will have

AN INVITATION FROM CALIFORNIA

WHILE you are visiting the Exposition we want you to make our offices your own. We want you to feel that here is the place where, when the mood strikes you, you can get back into the atmosphere of closing dates and agate lines.

We have ample accommodations to offer you for attending to whatever business you find it necessary to transact while away from home, and we shall welcome any opportunity which will enable us to be of assistance to you.

We want every advertising man, whether he be from North, South or East, to accept this invitation to consider our San Francisco Office as his headquarters, not only now, but whenever he may be in California.

THE H. K. McCANN COMPANY

NEW YORK SAN FRANCISCO CLEVELAND
TORONTO

AT SAN FRANCISCO, 461 MARKET STREET

the effect of concentrating our manufacturing on a few lines, so that instead of making, say, 1,300,000 hose in 240 numbers, we can turn out 1,300,000 hose in only 61 numbers. That means a lower manufacturing cost, because it admits of specialization. It makes it possible for us to institute a twelve-hour delivery service on fill-in numbers, because our market has been stabilized. It reduces the cost of selling. *The saving on overhead alone pays for our advertising.*

"This advertising is not limited to any favorite groups of mediums. We believe that all mediums are good. Newspapers are

in territories where it is most needed, and by mediums which exert the greatest selling influence on their readers and our dealers. Our present list is divided into four groups: mediums for reaching the women in the home; mediums for reaching men in the home; mediums for reaching the children of the family, whom we consider the buyers of to-morrow, and mediums for reaching the farmer. Our aim is to concentrate this circulation on 6,000,000 especially desirable families and to keep it there."

Mr. Winsten has said that the copy for this list is prepared with a good deal of care. This was not a figure of speech. As in formulating the sales policy, the copy is prepared from the field up, rather than from the office-chair down. The appeal is presented from the point of view of the consumer, rather than of the manufacturer.

Take the current ad in the *Ladies' Home Journal*, for example. Mr. Winsten has spent many days in the field just

to be able to get the proper slant on what a woman looks for in silk hosiery. "I slipped out of Kenosha one day," explained Mr. Winsten, in answer to a question, "and spent a whole day behind the hosiery counter of a dealer friend of mine down-State. I sold silk hosiery that day, and I noticed that nine out of ten women had certain 'tests' which they applied to the stocking before they parted with the money, except on trade-marked lines nationally advertised. Unlike a man, they didn't take my word for its being worth the price. Not by a long shot. They shoved their fist down into the heel to see if it was reinforced; they stretched the hem and looked it over from top to toe to see that there were no dropped threads. They had to be shown, so our advertising agency set out to give them copy which would show them. Its adver-



STREET-CAR ADVERTISING FOCUSING ON A SINGLE STYLE

used mostly over the signature of the dealer. Bill-posting, trade journals and other mediums enter into the plan when conditions warrant, but because we have exclusive agents so organized that they control territory covering the whole Union a generous slice of our appropriation goes in dealer-helps and other mediums for local use. But these helps are all tied up to our magazine advertising, which, in conjunction with our advertising agency, we prepare and plan with a good deal of care.

"We choose our mediums with a purpose, only after careful study of their growth and policies as indicated by their announcements in the advertising journals, which are read by both myself and our agents largely for this information. Quality and location of circulation are analyzed so that advertising pressure can be brought

.972%

OF THE

Cadillac Owners

of Rhode Island read either

The Providence Journal

(Daily or Sunday)

OR

The Evening Bulletin

.028% READ OTHER PAPERS ONLY

The Cadillac Auto Company of Rhode Island, in an endeavor to determine which Rhode Island newspaper was most effective for their advertising, took a poll of 953 Cadillac owners, with the following result:—

Mailed	953
Returned undelivered.....	<u>12</u>
Letters delivered	941
Replies received	459 or .485%
Unsigned answers	<u>12</u>
Total signed answers.....	447
434 read Journal or Bulletin.....	.972%
13 read other papers only.....	.028%

**Every Cadillac Owner (except 13)
out of 447 reads**

The Providence Journal

(Daily or Sunday)

OR

The Evening Bulletin

FLAT RATE

SWORN NET PAID CIRCULATION

CHAS. H. EDDY COMPANY
Foreign Representatives

1011 Fifth Ave., Bldg.
New York City

1054 Peoples Gas Bldg.
Chicago

723 Old South Bldg., Boston

tising writer was able to write the copy from the standpoint of the man who has sold hosiery to the woman."

How many advertisers are there who would go to such pains to get the other fellow's point of view into their copy? And it is the same with all the advertising done by the company, right down to its dealer electrotypes. The dealer's view-point must come first. Perhaps the best illustration of Mr. Winsten's attitude in this respect is noticed in how he goes about selling his advertising to his sixty salesmen. It is an attitude that should concern every advertiser who depends on his salesmen to capitalize his advertising.

"I have found in many instances," explained the Black Cat sales manager, "in calling on dealers that they seem to think very lightly of national advertising. Many of them have an entirely wrong impression of its effect on their business. I don't think it is altogether their fault, either; the magazines, agents and advertisers seem to have shot wide of the mark in their way of going about getting a dealer's co-operation.

"Creating a demand has always been the big thought. It is the natural thought when you buy a lot of circulation in a big list of mediums, and you say to the salesmen: 'Look at this list, see what we are going to do this fall for our dealers. Think of it! Five million people are going to read this advertisement! It will send the crowds streaming into the dealer's store and create an overwhelming demand. You ought to be able to close up a lot of big orders on the strength of this advertising.'

"The salesman, being by nature an enthusiast, becomes imbued with the big demand the advertising is going to create. As he tells the story from dealer to dealer the demand grows in his mind until he is promising more than the advertising will produce! The advertising comes out, the promised demand fails to put in its appearance, and you have ruined your dealers as advertising co-

operators. Many of them will even go so far as to tell you advertising is a waste of money, and you are foolish to advertise at all.

"To prevent any such calamity happening among our dealers we are very careful to make it clear to our salesmen that our advertising is not intended to create such overwhelming demand. We explain to them that our advertising is primarily a part in our sales programme, for it enables us to keep down manufacturing costs, reduces the cost of selling and stabilizes credits. We tell them to make this clear to the dealer, but to point out at the same time that, although the advertising is primarily for our good, it also helps them fully as much as it helps us. It familiarizes the consumer with our trade-mark and what it stands for, thus making it easy for the dealer to sell. This directly influences his turnover for increased profits—especially where he takes advantage of our 61 concentrated styles programme to reduce his total hosiery investment. It enables him to use our co-operative material and establish himself in the community as the Black Cat store, and profit directly from the advertising if he is so disposed. When the salesmen explain our advertising to our dealers in this way, which is the plain truth, we find they have more confidence in us, and are more inclined to do their part in tying up to the national campaign."

And it must be admitted that such a policy is only common, every-day horse-sense. It is so simple that it sounds foolish to have to set it down here, yet there are hundreds of advertisers who persist in looking at the dealer as a fair subject for his theories. It is hard for some to realize that the dealer in most cases is gifted with ability to get below the surface of superficial sales talk. Argument has to ring true.

That is the strong point about the whole Black Cat plan—it sounds plausible; it is plausible. That is why it has won both consumer and dealer; why it has increased sales almost one-half, and why it pays its own way.

South Yarmouth,
Massachusetts,
May 3, 1915.

Charles Scribner's Sons,
New York City.

Gentlemen:

An impartial examination of the short stories published during 1914 in the best American magazines reveals the unquestioned leadership of Scribner's Magazine.

By every test of substance and form, I find that the short stories published in Scribner's Magazine are the most uniformly excellent published in America to-day.

During 1914, Scribner's Magazine ranked first in the percentage of its stories of distinction. 58% of its fiction had this quality.

Of the 21 best short stories of the year, Scribner's Magazine published 6, again surpassing any other magazine.

Comparison with other leaders in the same field reveals the single reason for this excellence. The editorial policy of Scribner's Magazine is to welcome the greatest latitude in substance and opinion. In Scribner's Magazine, I find that an exceptional liberty is permitted to contributors, and in consequence it is to the pages of this magazine that the reader will go to find a satisfying free play of intelligence.

The policy of Scribner's Magazine is limited only by the art of fiction itself.

Sincerely yours,

Edward J. O'Brien

Note:—Mr. O'Brien is a
Literary Critic of
The Boston Evening Transcript.

Two Noteworthy Announcements!

The Title of the New Novel
by RUPERT HUGHES is
"The Thirteenth
Commandment"



THE UNITED BOOK MAGAZINE

"The Proof of the Pudding"

— by —

MEREDITH NICHOLSON

His First Novel to Appear Serially
in Advance of Book Publication
will Begin in the October Issue

"There's A Reason"

This isn't an apology for giving advertisers in our September issue 200,000 more net-paid circulation than they pay for—it is just a statement of fact.* A little over a year ago, our circulation was running so far ahead of our rates that we all thought advertisers would feel more comfortable if we adjusted things. So, last May we announced a readjustment, to go into effect with our October issue, closing September 5th.

Everything seemed lovely until war became epidemic in Europe—but, as the war wasn't hurting our circulation, we stuck to the rates. Just by way of taking out a little wartime insurance and as a precautionary measure, we began advertising *The Farm Journal*, principally in the twelve "middle states," as the A. B. C. names them—Ohio, Indiana, Illinois, Iowa, Michigan, Wisconsin, Minnesota, Missouri,

North Dakota, Nebraska, South Dakota, Kansas—territory then, as now, more interested in harvesting crops than in swapping war gossip.

Well, would you believe it, that advertising started and then it stopped—but the subscription orders won't! They're pouring down on us until the girls in our circulation department have figured it out that the winter-rush is beginning again. Things have gone so far, indeed, that in those middle states we appear to have more circulation than any other farm paper.*

"There's a reason"? Sure, there is! The *Farm Journal* is right editorially and, being given a chance and advertised a little, just naturally sails ahead—as usual, "unlike any other paper." Yes, September will close promptly on August 5th—better wire your reservation.

*Consult A. B. C. reports as they are issued and do your own figuring.

Soliloquy of the Copy Chief's Blue Pencil

What Happens When It Sets to Work Revising the Copy of the Agency's Copy Writers

I FEEL pretty mean this morning—ought to have a good day. I wonder if I were red, would I be more cheerful? But then if I were cheerful I wouldn't be a blue pencil.

* * *

Some of Joe Dobson's stuff. I'll road-roller through that first just to dull my point—it's a bit keen for consistent work.

Say, if that headline should come to life it couldn't climb out of the coffin! Dobson seems to think a headline is an anesthetic. He over-estimates the poignancy of his copy. Swish!

This first paragraph is sparring for an opening—guess Dobson hadn't decided what product he would write about. Gracefully phrased, at that. Joe must have acquired his knowledge and vocabulary at different periods—they don't work well together. His idea of a running start is to stand on his head.

Wow! now we're off. Say, this is good.

Snappy work, Joe. Keep it up—Bully! No, 'twas just a flash, the poor sinner didn't even know he was running. Here he goes wandering off the course, looking for daisies. Never mind. There's a headline and a whole advertisement in that second paragraph. Swish! Swish! Do it over, Dobson. Next!

* * *

Ah! our new cub seeks to educate the public. Gosh, what language! Does he mean it to be intoned or spoken in the oratorical manner? Where does he get that stuff, anyway? I'll never understand why immaturity needs three syllables to express itself.

See how he has followed the rules, too. Attention, interest, desire, the will to act—just like playing with blocks. Some day, when I want to hurt his feelings, I'll tell him that rules in advertising are a corral for testing the

jumping power of colts. When they can clear it without breaking their knees, they are ready to go to work. It won't do any good—he'll think I'm jealous because I didn't have his advantages. Swish!

* * *

Thank goodness! here's one of Stevens'. What a relief to strike a workman who knows his business. There aren't many in advertising. Funny thing, too. The need is great enough. I suppose it's the small salaries. Some day, there'll be precious little room in the profession for anything but good workmen. What we need is advertising, not conversation. We'll have phonographs to expound the jargon and put the money into the goods. Look out, boy, you'll be branded as a socialist. Be orthodox; a job's a job!

Wait, Stevens! Here's work for me after all. That word "plaguy" sounds a bit crude and out of place. Swis—! I wonder though. Without it, the sentence is as commonplace as if I had written it. Stet. No use, you can't monkey with Stevens' copy. He just stuck that word in for a prong to catch on the reader's brain cells. Wonderful, the stopping power there is in a word when it's placed right. You can't air-brush copy. When it's too smooth, it doesn't stick. Then study the sound of the sentence. The harshness of that word breaks into the mushy vowel sounds like the honk of an auto. Makes you jump. You're an artist, Stevens.

* * *

Now we will watch Willie spill a few adjectives. Same old bunch—distinctive, discriminating, superb, daintily exquisite. Hello! here's a new combination—"eternally lustrous." Swish! I'll make him stick to the old standbys, anyway. Ought to tear it up, I suppose, but the goods are so rotten it doesn't matter. Poor

Willie! he should have stuck to writing hotel booklets.

* * *

Um! say, this is nice copy of Griggs! What a power of expression that boy has. There isn't another man in the business who can put such brilliancy and sparkle into a hundred words. Gee! if I had written that I would want to sign it—ah!—but—pause. There's a thought there. I bet Griggs *did* want to sign it. Why? Because he felt instinctively that whoever read that copy would exclaim, "What a clever piece of writing!" Now it happens that this advertisement is not designed primarily to advertise Griggs—it's purpose is to sell tobacco.

The copy is too clever. Any advertisement that makes you think more of the brilliancy of the writing and art work than of the product is bad advertising. Oh! well—let it pass—it's too good to kill. Besides it's the only kind of copy the client will O. K. But that will be a good theme to bawl out Griggs on—he's been complimented too much lately—just young enough to get self-conscious in his work and spoil it.

Well, that cleans up. I wonder if I've helped the stuff any. It's bad enough, but after all each man wrote it the way he thought was right, and it's only my judgment against his. Copy that makes me cringe may strike just the right chord with a stenographer in Kalamazoo. One thing is sure; a blue pencil never puts red blood into copy. After I've chopped it up, I suppose copy has about as much kick as one of my speeches being read by the Boss.

What makes good copy good is the human, one-man-talking-to-another element in it and that's exactly what I take out. I guess the solution is to get more good copy writers.

But where?

W. H. Bell to Leave Filene's

Warner H. Bell plans to resign as advertising manager of Wm. Filene's Sons Company, Boston. In writing to PRINTERS' INK, Mr. Bell says: "I came here as publicity architect and the structure is complete." He states that his future plans are uncertain.

National Vigilance Committee Appoints Secretary

H. J. Kenner has been appointed secretary of the National Vigilance Committee, and will assume his new duties about August 1, at the national headquarters of the Associated Advertising Clubs of the World in Indianapolis. He has been secretary of the Vigilance Committee of the Minneapolis Forum, which has, perhaps, accomplished larger results in the last three years than any other club's vigilance committee. The employment of a secretary to devote all his time to the work is a part of the programme approved both by the Chicago convention and the new Executive Committee.

Merle Sidener has been reappointed by President Houston as chairman of the National Vigilance Committee.

Death of St. Clair McKelway, of Brooklyn "Eagle"

On July 16th occurred the death at his home in Brooklyn of St. Clair McKelway, editor of the *Eagle*. He was 70 years old, and had been editor of the *Eagle* since 1878. In addition to the nation-wide prominence that came to him as a result of his journalistic activities, Mr. McKelway was widely known in educational circles. Among educators he was best known as a member of the Board of Regents of the State of New York, of which body he had been Chancellor since the death of Whitelaw Reid in 1913, who held the position before him.

Paul De Laney Company Organized

Paul De Laney has resigned as sales and advertising manager of the Puritan Food Products Company, Inc., makers of Red Wing Grape Juice, to become president of the Paul De Laney Company, Brocton, N. Y., manufacturer of food products. He writes PRINTERS' INK:

"I am still, of course, greatly interested in PRINTERS' INK and the employment of advertising in the promoting of sales of food products, and expect to devote much of my time to such considerations."

A. S. Hearn Joins American Road Machinery Co.

Alfred S. Hearn, general manager of the *National Sunday Magazine*, has severed his active connection with that publication to become general sales manager of the American Road Machinery Company, and the Good Roads Machinery Company.

Welch Grape Juice Account Goes to Ayer

On June 25 the account of the Welch Grape Juice Company was transferred to the agency of N. W. Ayer & Son, of Philadelphia.

Small Ads Build Tidy Business

H. A. Ayvad Stumbles On a Merchandise Product and Enterprisingly Hunts Around for a Retail Outlet—His Experiences with Department Stores—Two Plants Running Now

BACK in 1900 H. A. Ayvad won a place in the hearts of his friends' children by making cloth wings which, when inflated, helped the youngsters to swim.

The news of the novelty spread rapidly and soon the demands were too numerous to be satisfied. About that time some of Mr. Ayvad's acquaintances suggested that he patent the water-wings and put them on the market.

The suggestion was followed, and to-day the Ayvad Manufacturing Company, of Hoboken, N. J., and Emporia, Va., is the result. When the inventor had obtained his patents and was ready to manufacture the water-wings he found that he still had a great amount of hard work to do.

"Nobody wanted water-wings at first," said Mr. Ayvad. "I would go into a department store and would be told that no one had ever heard of my water-wings and that they wouldn't sell, anyhow."

"Finally I succeeded in placing some of the wings on consignment, but they didn't move very fast.

A DEALER FURNISHED THE ADVERTISING CUE

"Among the stores which sold the water-wings were the sporting-goods establishments of A. G. Spalding & Brothers. One day I went into a Spalding store and was surprised to see a line of people in one part of it.

"'You're just the man I'm looking for,' the manager said to me. I asked him what was the trouble, and he told me that the rush in the store was at the counter where my water-wings were sold.

"People actually wanted my water-wings! It seemed too good to be true. I asked the manager how the rush had ever come about and he told me that someone had

got the notion of advertising the water-wings."

That was Mr. Ayvad's cue, and soon afterward he began an advertising campaign that has continued through 14 years.

At first magazines were used, but during the last few years newspapers have been added to the list in generous numbers. At present 87 newspapers are on the list. The company is spending approximately \$5,000 a year.

One-inch, single-column copy is run in the papers. The copy has never been changed.

"I've been solicited any number of times by men who had new copy ideas, but I have never been convinced that it would pay me



THIS ADVERTISEMENT HAS BEEN USED FROM THE FIRST

to change," Mr. Ayvad said. The ad is reproduced herewith.

This small copy has brought the concern from the place where it had to fight for business and place goods on consignment to a position where the names of more than 200 jobbers are on its books.

At the time when the advertising was appearing in national magazines a large number of mail orders were received direct from consumers. At present comparatively few direct orders are received. The company is concentrating its efforts upon the jobbers. In all instances the Ayvad company seeks to protect the jobbing trade. If retailers order direct they have to pay the full price the jobber would have charged.

Orders are coming fast. A case of goods contains 144 dozens of wings. On many days orders for fifteen or more cases are received.

The fabric used in the manufacture of the wings is made from raw cotton. Formerly the work was done in Hoboken, but recently a new mill was erected in Em-

poria, Va. In the Southern town there is a 500-foot plant that will soon be running to capacity. The sales are directed from Hoboken.

The term "water-wings" has been protected by the company. This, in combination with Mr. Ayvad's name and the swimming figure, forms the trade name and mark.

Many persons have thought that Ayvad was a coined word. It is, however, the English form of Ayvadian, the name which Mr. Ayvad's family bore in Armenia. Many manufacturers will consider Mr. Ayvad fortunate in the uniqueness of his name.

One of the difficulties which the company has had to face has never been brought out in the copy. To blow up the water-wings it is necessary that they should first be wet. When the weight of the body is placed upon the inflated wings the volume of air is automatically regulated and the swimmer is supported.

Numerous letters have been received by the company in which the wings have been called defective or worthless. A great amount of correspondence has been necessary to convince the purchasers of the correct way to inflate the wings. And all this despite the fact that full directions are printed on every pair of wings.

Others insist that the wings are life-preservers, but the company takes pains to explain that when the wings are held above the water in a person's hand they will not act as a support. Perhaps Mr. Ayvad will seek to overcome these difficulties in his advertising at some later date.

New Accounts of the Carl M. Green Company

The Carl M. Green Company, Detroit, has recently secured the following accounts:

Steel King Motor Plow Company, Detroit, farm and implement papers; F. A. Thompson & Company, manufacturing chemists, Detroit, farm papers; Michigan State Auto School, Detroit, farm papers and magazines; New Century Milling Company, Detroit, New Century Flour, farm papers; Saginaw Garage & Saginaw Summer Homes, The McClure Company, Saginaw, magazines and newspapers.

Wrigley Gum Company Wins a Case

The William Wrigley, Jr., Co., has secured a restraining order against A. Colker, of Newport, Ky., doing business as the U. S. Chicle Co., in a case brought in the United States District Court at Covington, Ky. The Wrigley company complained of the use by the defendant of a package for spearmint chewing gum similar to that used by the complainant, and the court, in an opinion handed down by Judge Cochran, held that the defendant could not use a package similar to that of the complainant, although he might use all the spearmint he cared to in making his gum.

Albert Fox Manager of New York "Herald"

Albert Fox has been appointed general manager of the New York *Herald*, coming from Paris, where he has been associated with the business management of the *Herald's* Paris edition. He was with the *Herald* years ago, having retired from the paper some 15 or 20 years back. His connection with the Paris edition extends over a period of but a few months.

G. H. Yerkes with Curtis Publishing Company

George H. Yerkes, formerly of N. W. Ayer & Son, and more recently private secretary to the late Thomas P. Hunter, president of the Acme Tea Company, has been appointed assistant managing editor of the *Ladies Home Journal*, succeeding Mr. E. C. Wolf. Mr. Wolf has become associated with The Dyer Film Company of New York City.

Frank H. Rowe to Represent Canadian Poster Ass'n

Frank H. Rowe, general manager of the E. L. Ruddy Company, Toronto, has been appointed advertising counsel for the Poster Advertising Association of Canada. He will continue to serve the Ruddy Company as in the past.

H. L. Buller with Apperson

H. L. Buller, for two years in the publicity department of the Oakland Motor Car Company, is now in charge of the advertising of the Apperson Brothers Automobile Company, Kokomo, Ind., under the direction of J. H. Newmark.

Igou with "Vogue"

C. H. Igou, for the past two years with *Harper's Bazar*, has become associated with *Vogue* and allied magazines.

E. N. Giles has been appointed local advertising manager of the St. Louis *Star*.



Mining Journal

Volume 28, No. 25
Price, 15 Cents
Hill Publishing Company

NEW YORK, JUNE 10, 1915

Price, 15 Cents
Contents, First Page
Advertising Index, Last Page

DUXBAK BELTING



You can

Two-thirds of
Can you imagine
The Schlieren
double, is a
straining its
This form of
near positive
Send for info
of a "Lenox"

Chas. H.

*Last year the
Cement Gun Co. spent
\$132 in this paper
and got \$3400 in
results. This year the
metal mines are much
busier than last.
Got anything to
sell 'em?*

One of the five Hill Engineering Weeklies published at 10th Ave. and 36th Street, N. Y. City. The others are *Engineering News*, *American Machinist*, *Power* and *Coal Age*. All members of the A. B. C.

Why These Manufacturers Are Listed

These manufacturers employ salesmen; they use direct mail matter; in fact, they go still further and follow many of the railway conventions with exhibits of their products.

But besides these methods, more than 400 representative manufacturers of railway supplies and equipment desire to reach

The Billion Dollar Customer

by the short and reasonable method. They want to drive home week by week and month by month the merits of their products. Salesmen, direct literature, exhibits—all are necessary; but none or all of these methods can do the work of a well-planned advertising campaign.

Naturally these manufacturers turned to those mediums that reach the buying powers of railroads; those mediums whose circulation, classified and geographical distribution, is guaranteed (by A.B.C. reports) and because those mediums hold the railway world's INTEREST and CONFIDENCE. That's why they used the

RAILWAY AGE GAZETTE
THE SIGNAL ENGINEER
RAILWAY AGE GAZETTE
MECHANICAL EDITION

Simmons-Boardman Publishing Company
NEW YORK CHICAGO CLEVELAND

Members Audit Bureau of Circulations

FROM THE ROCKY SHORES OF MAINE

***To the Gentle Slopes of the Pacific
—from Ishpeming to El Paso—***

¶ Many hundred thousand women **buyers** are reading—and enjoying—

The Sperry Magazine

¶ This New National Monthly offers, in the highest sense, a "class" circulation to the advertiser.

¶ Every woman who receives this "Home" Magazine of Free Distribution is a **persistent** buyer of just such "quality" products as you make—for the table, kitchen or household—for service, adornment or pleasure—for decoration, amusement or comfort.

¶ "**The Sperry Magazine**" is distributed by thousands of America's leading dry goods merchants every month to 500,000 enthusiastic women readers—your customers as well as ours.

***We will gladly send "**The Sperry Magazine**"
With or without rate card***

THE SPERRY MAGAZINE

Published For The Woman-Who-Buys

Two West Forty-fifth Street, New York

WILLIAM STARR BULLOCK, *Business Manager*

How Taggart's Salesmen "Sold" Themselves on Advertising

And How They Are Kept "Sold" by Brass-tacks Co-operation

By Elmer L. Cline

Sales and Advertising Manager, The Taggart Baking Company, Indianapolis, Ind.

THE request of the editor of PRINTERS' INK that I tell how we "sold" our sales force on our advertising brings sharply to recollection the time when our salesmen were not "sold." What a contrast there is between to-day and then! Now we are able to concentrate our advertising upon consumer and dealer with almost no loss of power because of the antagonism or indifference of our salesmen. Neither antagonism nor indifference exists.

Previous to the opening of our "Mary Knows" campaign, several years ago, many of our salesmen were skeptical about advertising; some even went so far as to say they did not believe in advertising as we employed it, but that we should give larger rebates to the dealers, "sweeten up" money to the clerks, and if we wanted to spend any money in advertising or sales promotion, we should do it through the salesmen to the dealers and the clerks.

As some of the salesmen who stood at the top of the list in sales figures took this attitude, and did not hesitate to express their views, it had a very discouraging effect on other salesmen who half-way believed advertising might be of some benefit to them. This condition always placed at a discount our advertising and made it hard to develop new men along the right line in sales promotion. We therefore set ourselves to the task of finding a means to break down effectively and prove to all our salesmen conclusively and once for all the advantages and results of advertising—that people did read advertisements and that the constant repetition through the various mediums of publicity of a single thought or trade-mark or name was bound to produce more business and better business with-

out additional cost to either the dealer or the consumer.

THE PLAN EVOLVED TO CONVINCE SALESMEN

As a result of our study, and after rounding out our "Mary Knows" idea into a complete campaign, we set about the task of selling this idea first to our salesmen, for we were filled with confidence and enthusiasm as to the result it would produce. The whole idea, plan and preparation of our "Mary Knows" advertising were guarded with the greatest secrecy; but three men in our entire organization had any knowledge of it and not a single salesman had the slightest inkling of the proposed campaign.

When everything was complete, all the material purchased and on hand, and the campaign ready to be started, it was opened in the newspapers, in the street-cars and on the billboards by the blind, "Mary Knows, Do You?" Copy in the newspapers was changed daily, but in no instance did it disclose the identity of the advertiser or the product. For two weeks this blind copy was run. During this entire time, we carefully studied our salesmen, mingling with them to hear what they were saying about the "Mary Knows" campaign, what it was, etc. There proved to be the greatest interest after a few days, the men even becoming so interested that bets of every kind were placed as to what this product was—not in a single instance, however, did a man think it was his own product.

On the day set for the final announcement, disclosing the identity of this campaign and announcing its further promotion, a salesmen's meeting was held. At this meeting all our advertising, both copy that

had been used, and a comprehensive showing of copy to follow was prepared and ready for exhibition. At the beginning of the meeting we carefully brought out the point that we were about to start an advertising campaign without describing its character, and after a few preliminary remarks about the productiveness of advertising led up to the idea that we hoped to make our campaign as effective as this "Mary Knows" now running. This immediately brought a burst of response from all the salesmen. It was the most flattering compliment when they said "if we could get something like that, we would certainly put it across."

At this point, to their surprise and almost amazement, the entire exhibit of the campaign was disclosed. Further words were unnecessary; with that one move alone, we absolutely sold our sales force to the idea that advertising was not only read by the public, was not only remembered by the public, but it was possible through the medium of advertising to create interest and awaken desire or curiosity that to many of our salesmen had been heretofore absolutely unbelievable.

From this time on we have never allowed our salesmen to get away from the idea or to forget their own experience, how they were absolutely sold on their own advertising campaign.

To have the co-operation of a salesman with the advertising, he must believe in it, not just agree that it is good, but must believe in it as you do, then he will fight for it as a part of his own.

THE SALESMAN'S IMPORTANT PART

In planning every advertising campaign, we make the salesmen an important unit. The salesman's part is just as vital as the selection of mediums and even receives a part of our appropriation in real money, as incorporated in sales contests, in order to secure and "cash in" on the salesmen's co-operation. This feature is never lost sight of.

We do not divorce our sales and advertising. We call our sales and

advertising effort, a "sales campaign." This immediately puts the responsibility of our success on the shoulders of the salesmen. We then show them how half of our sales campaign is to be the salesmen's individual effort, half of it is to be the advertising which we will put out to help their individual effort, and that to make it a success we must have their entire co-operation to cement these two together into a telling "sales campaign."

We have gained the confidence of our salesmen by practising what we preach; in other words jumping in and doing what we ask them to do and then showing them the results.

Splendid co-operation has been received from our salesmen by basing all our recent sales contests on a point basis, and making the placing of advertising signs, the location of advertising space, the suggestion of advertising ideas and every other feature of co-operation that the salesmen can give to the advertising campaign valuable point-earners in the sales contest. This feature has brought splendid results and in this connection I want to cite the instance of one of our salesmen who, though he was at the top in his sales standing, emphatically refused to distribute signs to his dealers on the basis that the class of stores he sold would not permit signs.

All arguments failed until we put the placing of signs on a basis of points in the sales contest in such a way as to make it absolutely necessary for a man hoping to win to put up signs. This salesman always having been near the top in his sales standing could not afford to have his reputation lost, therefore much against his will, he found it necessary to go out and try to put up signs in his stores, and to his surprise he was turned down in but two instances and to his further surprise he found the signs helped his sales. He then wanted more signs, with the result that this man the following year was one of the most enthusiastic salesmen in our entire organization for our advertising, and through its co-operation was

able to win the sales contest, which fact had a most telling influence on the other salesmen for further co-operation with the advertising.

We prove to those that are lagging behind the advantages of advertising co-operation by showing them the actual figures of sales results of the men who are giving this co-operation to our advertising.

EDUCATIONAL EFFORT IN SALESMEN'S MEETINGS

In all the salesmen's meetings, which are held at regular intervals, advertising always has its place. We have talks from the various salesmen themselves as to their own experiences and results from using certain kinds of advertising. We always make the theme of advertising interesting by telling the men at these times of other advertising successes entirely foreign to our own business, how they have been accomplished and the results of the efforts. We carry on a

constant educational effort along the line of advertising, teaching the men so they will understand and believe it, that advertising is an essential part of the success of modern salesmanship.

We keep our salesmen's enthusiasm up by having an advertising display arranged in the salesmen's room, which is regularly changed. This keeps them posted as to what we have for them, the kind of advertising we are running and how they can best use it. We also, through correspondence, keep the salesmen posted at all times by means of letters and circulars as to the advertising which we are doing and expect to do and suggest how they can use it and talk about it to the best advantage.

We have linked up our salesmen and dealers through the medium of our house-organ "Sales Force." In this way we back up the salesmen's talks about the advantages to the dealer of advertised products; how advertising does not increase the cost of prod-

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

ucts but lowers it; how the merchant can make more in a year's time by selling advertised products that move rapidly on a less margin but greater turnover, than he can on slow-moving high-margin products. We show the dealer the advantages to be gained by him from our advertising by telling him, through a word from the house, the successes other merchants are making by taking advantage of our advertising and giving us their cooperation.

Articles appearing in this house-organ give the salesmen something to talk about, back up their arguments and in this way are a most effective means not only of co-operation through the dealer, but of proving to the salesmen that we are behind them.

Interest is also constantly kept alive by what we call "advertising our advertising." This is carried on direct with the dealer through letters, circulars, announcements and advance proofs of advertising that is to be run, and in this way keeping the dealer as well as the salesmen constantly posted on the kind and extent of advertising in force and how and when to apply it.

Another splendid means of keeping our salesmen interested is by taking them into our counsel, advising with them as to the most effective kinds of advertising, asking for their suggestions, etc.

In training new salesmen, before placing them on permanent territories, we work them through the advertising department, and in this way they learn something about the value of advertising, the ways to handle it, the various kinds of advertising and what to do with it by having actually worked with it, and also having been shown in figures the results of advertising where it is properly used.

Jewelry to Be Exhibited on Living Models

Jewelry will be displayed in manufacturers' exhibits upon living models at the 1915 convention of the American National Retail Jewelers' Association, which takes place in Grand Central Palace, New York, August 23-28. A style show will be the feature in which the models will appear. It is expected that 5,000 jewelers will attend.

Three Groceries to a Thousand People the Proper Ratio

Albert T. Holmes, for many years editor of the *Inland Grocer*, says in a letter to the *New York Journal of Commerce* that his experience has taught him that there are "enough" grocery stores in a community when they average three to every thousand inhabitants. He says in the letter:

"In a dozen years' experience as editor of a grocery trade journal I gained the habit of expecting to find in every community about three grocery stores, big and little, to each thousand inhabitants.

"In opening up a line of business in a city, say of 20,000 inhabitants, I figured upon finding 60 grocers doing business therein. In a city of a million inhabitants, I figured upon 3,000 grocers. My estimate was never wrong by more than a fraction.

"The Los Angeles directory, as you quote it, shows one grocery store to 332 persons in 1915, and one to each 335 persons in 1914. This seems to be closely in line with my estimate, as above stated.

"Three grocers to the thousand persons seems to be the number the trade will support. I found it so in Ohio, New York, Pennsylvania, West Virginia, Indiana, Michigan, Illinois and Wisconsin. The degree of success of the various grocers making up the three to a thousand of course varies."

Tobacco-trade Papers Fight Cigar-box "Stuffers"

Commissioner of Internal Revenue Osborn, at Washington, is being petitioned by the tobacco-trade press to turn some of the attention of a newly instituted secret service department of his office to "box-stuffers" in that trade, who pirate trade-marked brands by refilling boxes with cheaper goods. The Internal Revenue secret service men, permanently instituted since the discovery of the oleomargarine and whisky frauds, will act as a flying squadron, commanding the assistance of every Collector of Internal Revenue, in tracing all sorts of Internal Revenue frauds that may exist.

Matos-Menz Agency's New Business

Orders have been placed by the Matos-Menz Advertising Company, Inc., of Philadelphia, for a magazine advertising campaign for the Quaker City Rubber Company. Orders and copy for the Pratt Food Company are being issued for a campaign to start August first.

H. F. Gordon with Newport Rolling Mills Co.

H. F. Gordon has resigned as advertising manager of the Wheling Corrugating Company, at Wheeling, W. Va., to become advertising manager of the Newport Rolling Mills Company, New port, Ky.

Gold Tacks Among the "Brass"

One of the professors of the Department of English in a large military academy uses Collier's as a supplementary text in the American Literature course.

In placing his order he said the following:

"I will tell you frankly that I am choosing Collier's for this work not because I think it excels some other Weeklies in literary merit, but because its heroically independent nature necessarily produces the type of journalism that we can best afford to present to our young citizens."

"Incidentally, I notice one of your subscribers entered a protest in the latest issue regarding a style of editorial you frequently use—as the 'Thanksgiving Recessional', 'Call Me May', et al. Frankly, I think this miniature form of essay is good; in fact the broad and varied field of your editorials chiefly influenced me in choosing your paper. It's a relief to find gold tacks among the 'brass'-ones, now and then."

Collier's 5¢ a copy
THE NATIONAL WEEKLY

Chicago

NEW YORK

Boston

A. C. G. Hammesfahr

COLLIER'S CIRCULATION ISSUE OF JUNE 26TH	
Press Run.....	888,000
Gross	882,000
Net	867,556
Net Paid.....	856,679
Member A. B. C. and Quoin Club	

"BORAH OF IDAHO" is the first of a series of "Presidential Possibility" by C. P. CONNOLLY in *Collier's* for July 31st.

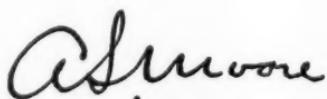


McCCLURE'S *in the* Big size

THE success of McClure's in the Big Size—editions beginning with October are in excess of 700,000—calls for immediate withdrawal of existing rates.

The new rate, effective February 15th, 1916, will be \$3.00 a line, less 15% for insertions of 340 lines or more.

Until February 15th definite orders for not more than one year will be accepted at \$2.50 a line, less 15% for insertions of 340 lines or more.



Secretary and Advertising Director

Getting the Helpful Features for an Employees' House-organ

The Co-operation of the Whole Force Is Needed

By Gail Murphy

If it is a good thing for a corporation to tell the news about its product to the public, it is certainly a good thing for the same corporation to tell the news about its men to the other men in the organization.

Yet, you will find some of the big national advertisers of the country who use no method of telling the news about the factory to the people who work in it.

A practical example of the force that a "house newspaper" can have, was shown in a well-known Eastern factory not many months ago.

This concern had gone along for years, making quality goods and selling a considerable quantity. But the man at the bench who was doing fine machine work knew nothing about where what he was working upon would be used, or how. Even the salesman in the field knew nothing about the care that same skilled artisan was putting into his work.

There was none of the teamwork, the esprit de corps, that helps a large organization to achieve the best results.

One of the first things the new general manager did was to start a house-organ. The policy of that organ, as announced in the first number, was to tell about the things that were happening in the factory—to help the men improve themselves.

After the first number, the men caught the spirit and started sending in contributions. Now the paper is practically edited by the employees of the company.

The big result, though, is in the increased efficiency of the workers through the hope of recognition, because every record is given in the paper, whether it be an exceptional month's sales, or an exceptional machine output for a

factory worker. The men are making more suggestions. They are doing better work, because they understand the reason for the work.

The best kind of a house-organ is always one that is written by the people who read it. News can be collected by appointing a correspondent in each factory and office department as well as in each sales office. Keep after these correspondents. Tell them the kind of material you want and keep them coming.

To be interesting, your house-organ must be about people—not about things. Harmonize your factory to the people connected with it.

GETTING ACQUAINTED WITH THE VARIOUS DEPARTMENTS

Get stories about the men on the sales force. Tell about those who have seen long service. Get them to write their experiences to you.

And don't be afraid to use pictures. Have at least one picture on every page. Use a snapshot camera to take pictures around the factory. Get the different foremen, the popular employees, etc., in characteristic poses. Get them when they're not looking.

If the factory has sporting organizations, baseball, bowling teams, etc., devote space also to them. That's always of intense interest to every employee.

One Michigan specialty manufacturer found its organization newspaper a big factor in promoting the safety-first movement. Pictures were shown illustrating the right and wrong ways of operating machines, etc., and the number of accidents was greatly decreased in six months' time.

In your house-organ be careful to keep your material short. Have an editor who can pick out the

real meat of the article and cut out the rest. Keep them short and snappy.

Another very interesting house-organ stunt worked by one manufacturer was to run a page showing the homes of the various employees of the company from all departments. This encouraged the men to own homes by giving recognition to those who did.

The house-organ is an excellent means of patting the man on the back who has done a thing well and also of showing, by a good example, the better way of doing a thing to the man who has been inefficient.

One concern which has a system of awarding prizes for suggestions, prints the pictures of the prize-winners each half year in the house paper, thus giving recognition to the men who are thinking. The result has been an increase in the number of suggestions.

Of course, letters from the salesmen on how they landed difficult prospects can be used to good advantage. The leading salesmen's pictures should also be printed each month.

These are only a few of the many things a good house-organ will do. The others will suggest themselves to the individual concern once they have started such a paper.

And it will pay big returns.

He Sold Himself

THE GRAY PRINTING COMPANY

Engravers

Printers

Fostoria, Ohio, July 10th, 1915.
Editor of PRINTERS' INK:

Enclosed find check for \$2.00 for subscription to your magazine.

As I can scarcely read an article on printing or advertising without finding some reference to PRINTERS' INK, have concluded that I have been losing something good by not taking your magazine.

MERTON B. GRAY.

New Agency in New York

H. A. Stretch, formerly with the New York *Globe* and *New York American*, has opened an advertising agency in New York.

J. D. Cozby has been appointed St. Louis representative for Jacobs & Co., Clinton, S. C., representatives of religious and secular weeklies.

To Advertise Nebraska

Nebraska publishers will advertise the resources of the State in advertising trade journals, a fund having been subscribed for the purpose at a recent meeting in Omaha. The copy will be of an educational character, setting forth the opportunities offered to manufacturers for the extension of their business in Nebraska.

These publishers subscribed to the fund: *Twentieth Century Farmer*, Omaha; *The Nebraska Farmer*, Lincoln; *The Omaha Bee*, Omaha; *Omaha World Herald*, Omaha; *Nebraska Farm Journal*, Omaha; *Nebraska State Journal*, Lincoln; *Lincoln Daily Star*, Lincoln; *Norfolk Daily News*, Norfolk; *Deutsch's Omaha Tribune*, Omaha; *Fremont Tribune*, Fremont; *Beatrice Express*, Beatrice; *Nebraska City News*, Nebraska City; *Nebraska City Press*, Nebraska City; *Hastings Tribune*, Hastings, and *The Hospitalist*, Omaha.

These Dentists Want to Advertise

The National Progressive Dentists' Association has been organized at Cedar Point, O., by a number of dentists who believe that they have a right to advertise, and that advertising by dentists is proper. The meeting was held for the purpose of effecting an organization for the purpose of preventing State legislation, similar to that recently enacted in Ohio, forbidding dentists to advertise, and protecting and taking action against the Ohio statute. It was declared that the statute is not only unfair, but is probably unconstitutional, and a committee consisting of one dentist from each of the larger cities in the State will have charge of the fight on the law.

Express Company Likes Our Editorial

AMERICAN EXPRESS COMPANY

ADVERTISING DEPARTMENT

NEW YORK, July 16, 1915.

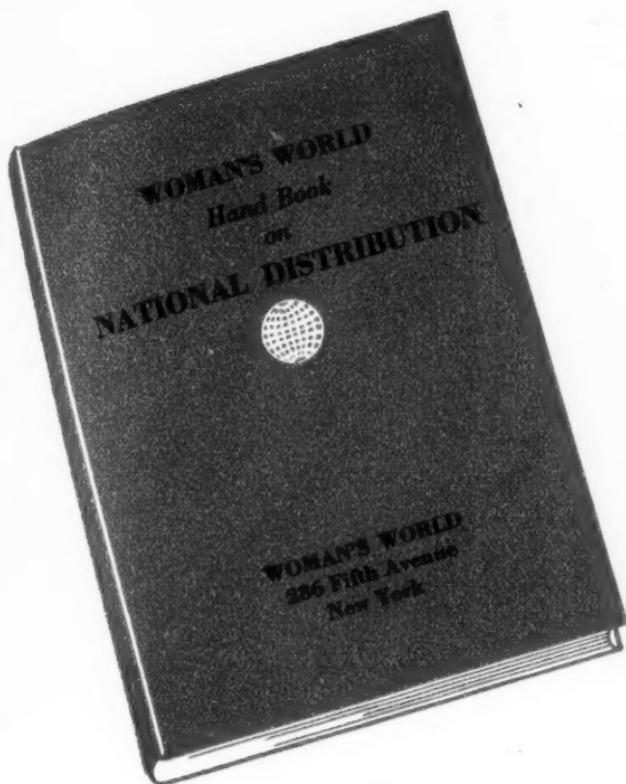
Editor of PRINTERS' INK:

Your editorial, on page 92, of the June 15th PRINTERS' INK on Express Companies, is very pertinent and much appreciated by all of us and we might, without making any promises, intimate that your last paragraph is the writer's opinion very accurately stated.

S. D. MALCOLM,
Manager.

Ernest F. Gardner Leaves Potts-Turnbull Co.

Ernest F. Gardner has resigned his position as vice president of the Potts-Turnbull Advertising Company, of Kansas City, Mo., and has disposed of his holdings in that agency. After a trip through the West it is his intention to open an advertising office of his own in Kansas City.



Here Is the Business Geography

to help any manufacturer determine what constitutes
PROFITABLE DISTRIBUTION for his product.

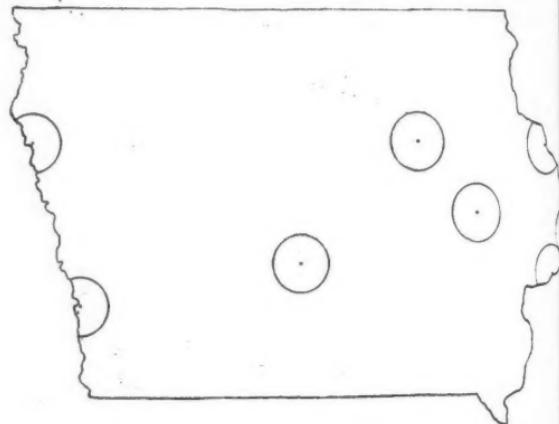
**Just coming off the press—and free to
Manufacturers and Advertising Agents.**



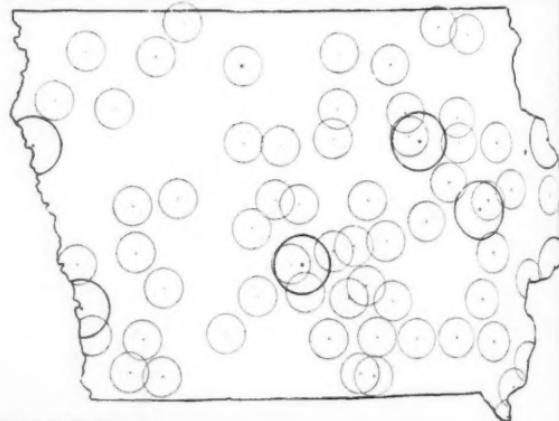
NATIONAL DISTRIBUTION or profitable distribution consists of getting goods on sale in every distributing center where the possible number of consumers of the article will take care of the expense of sales promotion. The price of the article—the kind of a product—the bulk of the goods, whether they be designed for utility or fashion or luxury—

Getting the Distribution of the

Showing the location of the eight cities with over 100,000 population (in black), with a buying radius of fifteen miles.



Upon adding the sixty-three towns of 2,500 to 25,000 population (green), with a buying radius of ten miles, the outline below is shown.

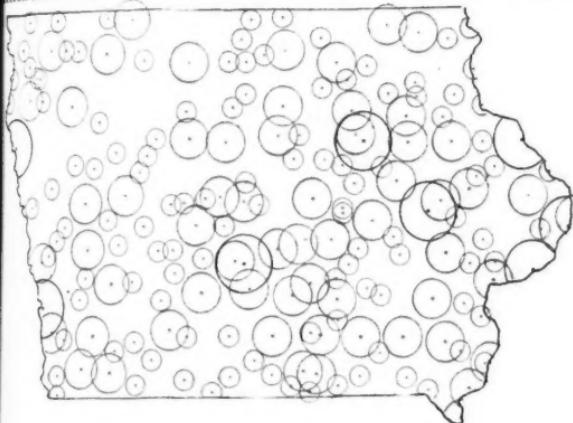


determine to a great extent just how many and where distributing points are needed to get adequate, national distribution and a good insurance on your business.

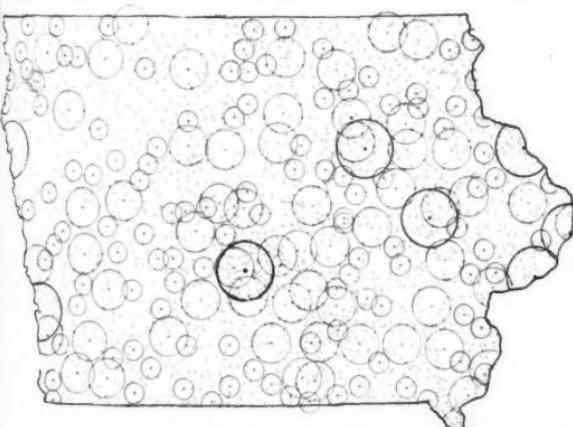
This Woman's World Handbook on National Distribu-

the Land Towns in the State of Iowa

The next step is to mark with a five-mile radius the one hundred and fifteen towns of 1,000 to 2,500 population (in red), producing the next outline.



Now to illustrate how all of the smaller towns of less than 1,000 population fall in relation to the larger buying centers (indicated by orange dots).



tion has 112 pages—11 x 15—containing over 50 maps and featuring for the first time the exact location of every town and city above 1,000 population in the United States and the selling opportunities therein.

These towns and cities are divided into three classifications, according to population—

1000 to 2500

2500 " 25,000

Over 25,000

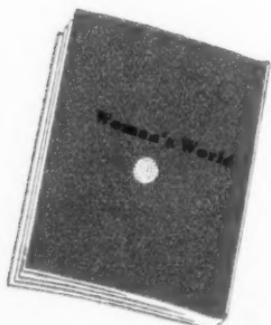
With the buying radii of five, ten and fifteen miles, it puts before the Business General most valuable information concerning the retailers in all of these towns in the nine leading lines, and offers exact data regarding the jobbers in the eight leading lines, showing where they are located and presenting the recapitulation of both by sizes of towns.

In short, this Handbook is an Atlas that will show you for the first time what your business battle-ground really is and it should be of concrete assistance in pointing the way that your goods should be marketed through to the ultimate consumer.

In many states the salesman should establish your selling agencies down to towns of 1000, in others down to 2500, in more down to 5000, but our advice is to leave the towns of less than 1000 to the jobber. He will do that work better and cheaper than you can do it.

It seemed proper for the Woman's World to undertake the preparation of this handbook on National Distribution because its distribution is more thoroughly national than any periodical we know.

Woman's World net paid two-million circulation is distributed each month through 50,915 separate post offices. There are only 56,284 in the entire United States.



Naomi H. Manning

Advertising Director

WOMAN'S WORLD

286 Fifth Avenue

New York

A Letter Campaign That "Broke the Ice" for the Salesmen

How It Was Worked Out Against All Precedent In Its Field

By W. G. Armstrong

Of the Worcester Pressed Steel Co., Worcester, Mass.

A COMPANY in the East manufactured stampings from steel, brass, copper, aluminum and other metals. Cold-rolled steel, its principal raw material, was bought in Pittsburgh. As this plant grew and as its tonnage of cold-rolled steel increased, the management decided to install a small rolling-mill and manufacture as much of its raw material as possible.

They were successful, but at times the rolling-mill was rushed with work. Again there were times when the stamping orders called for other raw materials than steel, and then the mill would be slack. So they took small orders from local consumers, and having no freight to pay, and only taking the most profitable sizes, they began to reach out for larger business.

Additional equipment was bought, the rolling-mill was made an independent department, and then the sales problem presented itself.

CHOICE OF FOUR SALES METHODS

Analysis showed there were four possible methods of distribution:

1. Salesmen on salary under direct control.
2. Agents on commission under direct control.
3. Jobbers or agents over whom they would have no control, who would buy outright and distribute as they saw fit.
4. Letters backed up by occasional visits from the department manager.

The first was discarded as too expensive. A good salesman's salary and traveling expenses would more than eat up the profits of the little mill.

The second was impractical, owing to the limited output of the mill. No agent could sell enough

to make his commissions interesting, and a half-hearted agent is of little value.

Jobbers, who would buy outright, although they might be a temporary help, would be of no permanent value. They would not be adding any "good will" to the mill's assets, and with reasonable success the day would come when salesmen or commission agents would be possible. Then, with the jobber well advertised, and strongly entrenched with the customer, the unknown manufacturer in the background would either have to give up the sales control or start in all over again. If the sales were handled right at the start, then, as the business grew, not only would the manufacturing capacity be enlarged and improved, but the name of the company would be advertised, its prestige increased, and every new customer would be a direct asset to the mill itself.

For these reasons the third plan was discarded.

The only remaining method was to put Uncle Sam to work and use letters.

The comments of some "expert" outsiders upon hearing of selling steel by mail were not very complimentary, to say the least. Nevertheless, the latter idea was used. Results have proved the merit of the method.

HOW THE LISTS WERE COMPILED

To begin with, only a few buyers of cold-rolled steel were known, and they, being mostly competitive manufacturers of stampings, would naturally not be the easiest class of prospects to start on. So the problem of compiling mailing-lists was tackled. Investigation proved there were many sources from which names of manufacturers using cold-rolled

steel could be collected: Dun's and Bradstreet's Commercial Registers, local telephone-books, trade directories, boards of trade, chambers of commerce, and the "New England Business Directory and Gazetteer," published by Sampson & Murdock Company, Boston, Mass. This directory gives a list of every board of trade, chamber of commerce and business men's club in New England.

The United States Chamber of Commerce, or the Department of Commerce at Washington can probably furnish a list of the local boards of trade, who will supply names of manufacturers in their district. A few such were:

"Worcester-made Goods," Worcester Chamber of Commerce, Worcester, Mass.

"Pittsburgh Commodity Index," Pittsburgh Industrial Development Commission, Pittsburgh, Pa.

"New Haven Products," New Haven Board of Trade, New Haven, Conn.

The Bureau of Statistics, or the Department of Labor of almost every State, publishes a report or directory from which names were gathered. A few were:

"Industrial Directory of New York," New York State Department of Labor, Albany, N. Y.

"Industrial Directory of Pennsylvania," Bureau of Statistics and Information, Harrisburg, Pa.

"Directory of Massachusetts Manufacturers," Bureau of Statistics, Boston, Mass.

"Industrial Directory of Connecticut," Bureau of Labor Statistics, Hartford, Conn.

The last edition of this directory does not contain a list of manufacturers, but a previous edition can be obtained with the desired information if the want is made clear in the letter.

"Industrial Directory of New Jersey," Bureau of Industrial Statistics, Trenton, N. J.

All of these directories were free and were secured by a form letter, each of the departments showing the utmost courtesy in giving help.

The advertising section of all trade-papers were carefully gone through and many valuable names secured.

By careful work a list was compiled and filed in a card index, arranged as to States, first, and then a separate card for each city.

Supplementing this card-index

list should be a system of pocket-size loose-leaf books,—a book for each State will be a fine enough subdivision to start with. Each book should be subdivided by the leather tabs into cities. In each city every customer or prospect should have a separate page, or pages devoted to all scraps of information possible to rake together.

INTIMATE KNOWLEDGE OF PROSPECTS

Not only the customer's name and address and what he buys, but intimate little details should be entered. You have your pet ideas, and if it pleases you to talk about them it's a safe guess also it will the other fellow to tell you about his hobby.

If he is a fan, a few moments on baseball will help, or a word about golf or tennis, as the case may be.

Almost always a pleasant remark to an executive about the expansion of his plant, if there is a new building going up, or about the pleasant office, if it is light and cheerful, will get under the skin if the comment is sincere.

Remember that the hardest man you sell has at least one good quality, and it's up to you, as a wise salesman, to find it and use it to your advantage. But, above all, your thoughts must be sincere. You can't, until you've seen a man several times, remember all such points, so note them down as leaders, and regardless of what there is unpleasant, force it out of your own mind and think and talk about the good.

A good contract was once closed because the salesman helped the leading executive design a gas plate to fry griddle-cakes on at his club. Past turndowns and the salesman's business were forgotten, and they just duffed in and went to work on the problem of successfully frying pancakes. The salesman really wanted to help, and did his best. When Mr. Buyer was satisfied that he had the right idea the salesman left with only a few words, while saying good-bye, about his interests, but the incident was noted in the book. The next time he called, he had

the details clear in his mind. "Can you get 'em brown without burning 'em?" he smiled and asked Mr. Buyer, who laughed as he remembered their last conversation. That laugh meant that the griddle was a success, but, what was more interesting, was the order behind the smile.

A sample page from this book might read as follows:

Thomson Instrument Company, Thomson, N. Y.

Bradstreet's \$250,000 to \$300,000 first-grade credit.

Mr. Thomson, president, final authority on purchases.

Mr. Bliss, purchasing agent.
Uses 200 to 250 tons cold-rolled steel, year. (Technical details as to size and past prices here.)

Mr. Thomson—son in Harvard—interested in flowers and fruit trees—Member City Club—golf—generous giver to Belgian Relief Fund—etc., etc.

Mr. Bliss—married—two children—bowling—base-ball—oldest boy not well.

Not only will these books of information be useful to you, but their help will be invaluable to your men as you break them in under you. Furthermore, remember that this is the Twentieth Century, and that big men do not hold their positions by secrets, and that when you get the call to take that "better position at double the salary" it's up to you as a broad-gauge man to leave behind all the help you can and make your leaving cost your company just as little as possible. The man who keeps such things secret will usually wake up with a jolt to find he's been hoarding something everybody knew.

ANGLES OF ATTACK THROUGH THE LETTERS

After the mailing-lists and information-books were arranged, the next step was to design the letters.

Three things were to be aimed at:

1. To make sales.
2. To compile a list of buyers.
3. To break the ice for future visits from the manager or agents.

There were three angles of attack: Service, Quality, and Price.

The first wouldn't strike deep nor compel attention except in a few cases. The competition was of a high order, and there were

several mills giving all that could be asked for in this way.

Quality wouldn't appeal for the same reasons—all successful mills were making good steel, and a new mill couldn't hope to do any better for a number of years. Again, the quality had to be up to the standard or there was no hope. Quality was taken for granted.

Prices were high and firm at the time the letters were first used and it was agreed that a new mill must "buy" its start. Any slight concession in price would, therefore, seem to open up the weakest point in a buyer's fortifications. No good salesman likes to cut prices, and although this angle of attack really met no one's approval, yet it seemed to be the best way to get results at the start.

MAKE IT EASY TO ANSWER SALES LETTERS

A few test letters were sent out and the system was revised to its final form. The test proved that everything possible must be done to make it easy for the buyer to answer. Although not a new idea, it cannot be too forcibly stated—make your letters easy to answer.

Give the buyer an excuse for answering. He doesn't want to appear too anxious to get acquainted—give him a chance to save his face, and play his game as he sees fit.

This same point holds true oftentimes in personal solicitation. Many a buyer would have bought from you, after having turned you down flat in the first of the interview, if you had only been resourceful enough to have given him a chance to save his dignity and change his mind. Almost every buyer is loath to capitulate and admit that you have something intensely interesting, or that you are the one man he wants to see, or that you are the only man who can sell him just what he wants.

One of the best salesmen I know won a "whale" of a contract because his competitor, who was selling a specialty, took particular pains to impress the buyer that his company were the only people who could make this spe-

cial grade of steel. The buyer went to work and never gave up until he ran across Mr. Best Salesman, who put the problem up to his mill. The necessary changes were made and the specialty was successfully produced.

The first shipment from the new company was the "last act" for the salesman who was so lacking in tact as to impress the buyer that he was helpless. If this particular buyer ever mentions the fact Mr. Best Salesman says, "Oh, yes, other mills could make it, but we're going to take such good care of you that they won't have to." And he's still getting the business.

Apply this principle and make it easy for the man with the order to give you information and business.

The tests showed four things to be important:

1. Make it easy to answer—give the buyer an excuse.

2. Dress your letters just as neatly as your salesmen.

3. Where a small list, running into hundreds—not thousands—is used, typewrite each letter as though it were dictated and mail it first-class.

4. Sign every letter yourself.

To make the letter easy to answer, an addressed postal-card was found to give better results than a stamped addressed envelope. At first the postal-card was left blank on one side, and only a few buyers used it. Later this was changed to the following form:

"We do use cold-rolled, flat-strip steel.

"We do not use cold-rolled, flat-strip steel.

"We are at present under contract, but will be ready to consider your proposition about

.....
"We are at present in the market for

.....
"HARVEY BROWN & Co.,
"Philadelphia, Pa.
"(Signed)

Very small things count in getting results. The buyer's name was wanted, so a blank line was

left at the bottom of the card before which was written "(Signed)."

Very few were signed. Some were left blank, but most of them had the initials only. The word "Signed" was changed to ("Buyer's name"), and they came pretty near 100 per cent perfect.

The mailing list was comparatively small—not over a thousand names. All of the letters were neatly typewritten by the various stenographers during their spare moments. This kept the girls busy on profitable work, and also produced a high-grade letter.

EACH LETTER A WELL-DRESSED SALESMAN

No poor letters were accepted, only neat, perfect pieces were mailed. In this way 30 to 50 letters a day were completed. Every letter was personally signed by the department manager, and was mailed first-class.

The follow-ups were mailed in from ten days to two weeks apart.

The first letter contained a postal-card, and was as follows:

"You are probably in the market, or will be soon, for flat cold-rolled strip steel.

"We cold-roll flat-strip steel .018 inch to .350 inch thick by $\frac{1}{4}$ inch to 13 inches wide, either flattened and cut to lengths, or in coils.

"Also, in our warehouse we carry more than 1,000 tons of hot and cold rolled, flat-strip steel. Chances are you will find here just what you want when in a hurry.

"Please tell us, on the enclosed postal, what sizes and quantities of each you need.

"We believe you will profit by getting our quotation.

"Cordially yours."

These brought many replies and a careful record was kept. Just as soon as a man answered, his case was handled by special dictation.

Cold-rolled steel is usually bought on contract for a period of six months, and new contracts are only signed in June and December. Many of the replies

The **NEW YORK AMERICAN** is a National Advertising Medium—don't forget that.

It has proved its value as a National Medium.

A specialty house in New York, with agencies in several cities throughout the United States, has been a consistent advertiser in the **NEW YORK AMERICAN** for fifteen years.

Many of these agencies were secured through the advertisements that appeared in the **NEW YORK AMERICAN**.

Owners of stores in all parts of the country and their buyers are in New York very frequently. They read the **NEW YORK AMERICAN**.

They read the advertisements of this specialty house in the **NEW YORK AMERICAN**. They were attracted by the character of the merchandise the house sold. They learned of the good name the house bears in New York. They wanted to sell this trade-marked merchandise in their home towns. They entered into negotiations with the house and secured the agencies for their respective communities.

In addition to building up a splendid retail business the house also built up a big wholesale business—until, within a few years, the wholesale business equalled the retail business in volume.

This house gives full credit to the **NEW YORK AMERICAN** for at least a quarter of its success.

There is no mistaking that the **NEW YORK AMERICAN** not only lifts business up in its local field, but it gives it impetus in a national way.

Advertisers who use judgment in determining how they shall spend their money will never overlook so powerful a medium as the **NEW YORK AMERICAN**.

It asks for nothing more than it deserves. It deserves one-eighth of your entire appropriations at least.

NEW YORK AMERICAN
DAILY AND SUNDAY

Member Audit Bureau of Circulations

Woman—the world's greatest purchasing agent

Woman is the world's greatest purchasing agent.

In addition to buying women's goods and household goods, she buys over 65 per cent of *men's* underwear and hosiery, and influences the purchase of almost all the rest of men's goods. What men's wearing apparel is not bought first hand by women is often bought largely to please some woman.

When John buys his new suit, he generally has one eye on Mary. John won't admit this, but it is true nevertheless.

Therefore, the shrewd manufacturer cultivates the woman. And the shrewd manufacturer seeking the Chicago market will seek it through The Daily News—the market place for Chicago women.

The Daily News is an evening newspaper and is brought home to the wife at night, instead of being taken away from her in the morning. The Daily News not only has the largest circulation in Chicago but also has the largest *home delivered* circulation.

Moreover, the women of Chicago have been accustomed for years to go to the advertising columns of The Daily News for buying information. The makers of pianos and talking machines know this, and buy more space in The Daily News *six days a week* than they buy in any other newspaper in *seven days*. The dry goods and department stores know this, and buy more space in The Daily News (by over a million agate lines a year) *six days a week* than they buy in any other newspaper in *seven days*.

In Chicago The Daily News—over 400,000 a day
—is the recognized market place for woman—the
world's greatest purchasing agent.

were to the effect that the buyer was covered until July 1st, or January 1st, but would be glad to consider the matter at that time.

A letter of thanks was then sent and the information was filed ahead for a future sales trip. Just before the trip was made another letter was written preparing them for the visit.

If no reply was received to this first letter, a second was mailed:

"Let us help you save money.

"Did you overlook mailing us information on the sizes and quantities of cold-rolled strip steel you need now or will buy soon?

"A postal will do.

"Our cold-rolling mill is at your service.

"What can we do for you?

"Cordially yours."

This second contained no postal-card, but was simply considered another tap with the hammer of publicity. Very few replies were received to the second letter, yet it did good work in preparing the way for the third and fourth.

The third letter contained another postal-card—the same as the first—and many of these were returned:

"Your easiest profits are those you make through keen, judicious buying.

"Do you use flat cold-rolled strip steel?

"You can buy this from us for less money than you usually pay.

"Please mail us an inquiry and see.

"Just pencil on the enclosed postal-card the sizes you need. We'll quote you promptly.

"Cordially yours."

The fourth letter was somewhat of a problem. You can't call a man onto the carpet for not answering sales letters, yet it seemed wise to link this last try to the past correspondence:

"We have written you several letters regarding cold-rolled, open-hearth flat-strip steel, and naturally are wondering why we have failed to interest you.

"To be perfectly frank, we are not positive that you use cold-rolled strip steel. If you don't,

please tell us and we shall not write you further.

"If you do use cold-rolled strip steel, please tell us, for we believe we can submit an interesting proposition.

"Perhaps we are wrong, but why not give us an opportunity to show you just what we can do?

"We want your business, and will make a determined effort to give you satisfactory service.

"Cordially yours."

To make this letter pull, a few words were written across the bottom in ink at the time it was signed,—some short message with a good punch to it.

Although no postal-card was enclosed quite a few were dug up, and mailed. Most of the replies were very courteous letters explaining their peculiar wants, and thus giving an opening, or stating that they did not use cold-rolled steel.

True, the letters were not masterpieces of psychology, or English, yet they brought about 85 per cent results, and are still doing good work. The business has grown and agents are now being used.

When an agent makes a call where no letter has been sent, the difference is at once noticed.

Copies of all replies are forwarded to the agent who visits "Mr. So-and-so, in answer to his letter of the fifth," and the buyer often says, "Oh, yes! I know your people, or at least I've had some correspondence with them."

And every salesman knows how much has been gained when this point has been reached. The ice has been broken.

The letters have been successful, due, not to catchy English, but to system, good mailing-lists, and proper point of attack.

New Coffee Advertised

"Breakfast Cheer" is the name selected for a new brand of coffee roasted and packed by the Campbell & Woods Company, Pittsburgh. It is advertised as being offered in a new Aramatite sealed package, which means that two half-pound moisture-proof sealed packages are packed inside the regular one-pound carton. This makes it necessary to open only one of the half-pound packages at a time.

Conducts a Regular Campaign to Land an Advertising Job

Not Discouraged by War Times, Candidate Acts and Wins on the Theory That an Advertising Man Should Be Able to Sell His Own Services

I HAD been out of the advertising business for five years, and wanted to get back. During those five strenuous years I was a retail merchant.

One summer, a few years ago, the advertising work at the office slackened up and I asked for a few months' vacation. While enjoying my new freedom, I had an opportunity to buy a little retail store. I bought it just as a lark, expecting to build it up in a few weeks, then sell it and go back to my regular work. However, I became so infatuated with the retail business that I hung on to that store until a couple of months ago.

I had been itching to get back at advertising for over a year, and all that time had been looking for a suitable position, although making no systematic attempt to get one. Finally I made up my mind that, if I wanted an advertising job, I would have to do more than "look" for it. I would have to "create" it.

My friends told me that I was tackling the job at the wrong time. They said, "Who wants to hire a superannuated, moss-backed, small-town storekeeper like you when thousands of brainy men are out of work?" Others would say to me, "Man, don't you know that there is a great big war going on over there across the water, and that times are deucedly bad? Better stick to your store for a year or two until things pick up a bit."

Notwithstanding this discouraging advice I plunged ahead heedlessly and found the job I was looking for—by far the best position I ever held. It took just three months of ceaseless effort to create this berth for myself. I am going to tell you how I went about getting it.

APPLYING THE REMEDY TO ONESELF

An advertising man should be able to sell himself. If he cannot get up copy about himself that will

attract attention, create interest and bring about a resolve to buy, it isn't likely that he can prepare sales-producing copy for others or for another commodity. Furthermore, the would-be advertising man should sell his services through advertising. That is his business and he should be able to show prospective employers that he knows it.

Copy alone won't crown with success the efforts of the advertising man. He must analyze his market and have a plan of campaign, and be able to change his methods of attack as the campaign advances. The candidate for an advertising position should do the same. He must ascertain what kind of advertising work he can do best, and in what line of business he can attain his greatest usefulness.

The copy that the advertising-position-seeker sends out to sell his services should give full information about himself. It should describe his personality in detail, tell about his education and the ins and outs of his experience and the positions held from the time he first started to work. It should give references and if possible extracts from what others, especially men of influence, have said about him or his work. A number of half-tone photographs of the applicant should be struck off and submitted with the other material. Too much evidence cannot be sent. If an employer is interested enough to consider hiring a man, he will want to know all about him, and will read every word of the application, regardless of how long it is.

Each application I sent out consisted of a sheet giving a brief abstract of my experience and qualifications, two sheets containing extracts from what others have said or written about me, a personal letter, a photograph of myself and in many instances special matter,

1855	For all these years						1915
1856	Leslie's has been the						1914
1857	foremost <i>illustrated</i>						1913
1858	weekly newspaper of						1912
1859	America.						1911
1860							1910
1861							1909
1862	And with the Sep-						1908
1863	tember 2 issue of its						1907
1864	60th year it will be-						1906
1865	come even more con-						1905
1866	spicuously successful						1904
1867	in its distinctive field.						1903
1868							1902
1869							1901
1870	In its new size of 680 lines						1900
1871	—with four or eight addi-						1899
1872	tional pages per issue—						1898
1873	with a still more rapid						1897
1874	handling of news pictures						1896
1875	—and with increased cir-						1895
1876	culation of the same high						1894
1877	quality—Leslie's will be						1893
1878	an even more successful						1892
1879	medium than it is now.						1891
1880							1890
1881	<i>400,000 guaranteed</i>						
1882	1883	1884	1885	1886	1887	1888	

(With acknowledgments to some Walter Baker & Co. copy)



Discrimination In Literature

Our university system of education—the accessibility of the many schools of advanced teaching and the general ambition of the great middle class to have the younger generation grounded in the fundamentals of science and literature has greatly improved the standard of literary taste throughout the United States during the last decade.

Over 2,000,000 families look for the American Sunday Magazine every month because its editorial policy meets with this higher standard of literature.

The September issue, which will appear Sunday, September 5th (September 12th on Pacific Coast), will contain articles by Prof. Guglielmo Ferrero on the "Fall of Napoleon," Jack London's great serial, "The Star Rover," and stories by such well-known writers as Virginia Terhune Van De Water, Donn Bryne and others.

THE AMERICAN SUNDAY MAGAZINE

is issued with the following great metropolitan newspapers:

New York American
Boston American
Atlanta American

Chicago Examiner
San Francisco Examiner
Los Angeles Examiner



CIRCULATION OVER 2,000,000

*Cover by Harrison Fisher
Copyrighted Star Co.*

such as newspaper clippings, samples of my work, etc.

I made up lists of concerns for whom I would like to work—those engaged in lines of my experience. This list contained nearly 500 names. I started in to work this list, making from five to a dozen applications a day. The letter part of each application was different. In it I tried to show just why the particular firm being addressed needed my services.

About 300 applications had been sent out by the time I landed the job. Nearly all of them were courteously acknowledged. A dozen concerns expressed interest and asked me for further information. I was finally employed by one of these twelve. A long letter was written to each firm that asked for additional information. It was followed up every three days with a brief note, supplying some new detail, until they had come to a final decision as to my employment.

WORKED EVERY AVENUE

While I secured my position through the use of direct advertising, I used other methods in the campaign. I obtained copies, as soon as published, of the best advertising journals, trade-papers and of the daily papers of several large cities. I answered all advertisements in them of positions such as I wanted, sending all the matter previously mentioned. In the neighborhood of a hundred of these advertisements were answered. I received three replies, two of them offering me the position, but at a salary that I could not accept. The third was greatly impressed with my application. He considered it for a long time. We corresponded for weeks, but he finally decided that I was not quite good enough a man for the position he had to offer.

Another part of my campaign was writing to my friends in the advertising business and to men of influence with whom I am acquainted. I told them that I was open for a job, and to get busy and help me. This part of the campaign brought me no results. My friends did what they could,

but I found that most men of prominence in the advertising world, whose influence would be really helpful to a fellow craftsman out of work, are pestered to death by unemployed advertising aspirants. A man who claims to be able to advertise a product successfully, should not have to ask a friend for help. When a salesman has goods to sell, he goes to his prospects and tries to sell them. He doesn't ask a friend to do it for him. Influential acquaintances may make valuable references, and they may also be able to furnish some ideas as to how a position can be obtained, but that is as far as they should be asked to help.

This is about the extent of my campaign. I had other ideas in mind for marketing myself, to be used in case the methods already described proved unavailing. For one thing, I was going to advertise in the trade-papers of the advertising business, using fairly large-size space. I wasn't going to be bashful about it either. I was going to give my real name and address and tell the most intimate details about myself. If I prepared the copy properly, I would have received many inquiries, and if these were followed up energetically, a position would have been the result.

I did not advertise at first, because I wanted a job with certain firms. My problem was not to get inquiries from unknown concerns who may have been in need of a man of my experience, but rather it was to present my qualifications to firms whose names I had, and to do it in a way that would gain their interest. If a manufacturer of a product hoped to sell his entire output to a few customers, he would concentrate his selling efforts on them. He would not advertise to the whole trade. It is exactly the same with the candidate for an advertising position. He should first try to get the attention of those few firms for whom he thinks himself especially qualified to work. If he doesn't succeed in selling himself to any of them, then he should start to advertise generally in

order to get new prospects to work on.

Another stunt I had in mind was to get after the advertising agencies. I consider myself an expert on a certain form of agency service. I was going to try to make the agencies recognize my expertise.

If I still found myself out of work, I was going to make lists of those engaged in different lines of manufacture, such as furniture, candy, publishing, clothing and so on. I was going to make an investigation of the selling end of each business, and study it so fully and analyze it so thoroughly that I would qualify myself for a position in the line.

If all these methods failed, I would keep right on devising other schemes until the coveted job was secured. A manufacturer who has a meritorious product can find a profitable market for it some place, if he continues to look for it long enough. His first selling ideas may fail, but if persistently sought, the right market will soon be found. So it is with the man whose product is service. If merchandised effectively, the service will sell soon for what it is worth.

In my efforts to find a position, I discovered several interesting facts. Let me tell you about a few of them. Though a business institution may be laying off men and retrenching in other ways, it is always willing to consider the application of a man who can prove either that he can save money for them or else that he can make money for them. The firm that I've gone to work for was laying off men all during the time that I was negotiating for the position. I succeeded in making other firms consider my employment, even though their business was at a standstill and they were operating with the smallest force possible.

Though minor jobs are hard to find at the present time, there are any number of high-grade positions open for men who can qualify. It is easier to get a \$5000 engagement than a \$1200 one.

The applicant for a position

should know that the law of averages will work for his benefit. So many of those who seek employment get discouraged after making a few attempts to get work, and make no further effort. No matter what a man is selling, he must try to interest a number of people in it and keep on soliciting until his output is sold. Being turned down by the first few persons canvassed means nothing. After a hundred solicitations have been properly made, then it is possible to determine what percentage of the people will be interested in the proposition. If the percentage is five per cent, then the solicitor knows he must canvass 20 persons to find one who is interested.

Unless the applicant for a position knows this, he won't try as hard to get work as is necessary. If he can't sell his services to the few firms by whom he would like to be employed, then he must present his qualifications to large numbers in order to find the possible few who will be interested in him. The law of averages should be a source of great encouragement to any salesman, whether he is selling beans or brains.

Annual Meeting of Poster Association

One of the most progressive and enthusiastic conventions ever held by the Poster Advertising Association was the twenty-fifth annual meeting, which convened in Atlantic City on July 12 and continued until July 16.

The convention was opened by President E. L. Ruddy, who introduced Mayor William Riddle of Atlantic City. Mayor Riddle welcomed the delegates in a characteristic speech. A speech by Joe Mitchell Chapple was enthusiastically received. A great deal of time was taken up the first day by routine reports.

Tuesday afternoon Horace McFarland, representing the American Civic League, addressed the convention. George W. Kleiser, of the Pacific Coast, gave a synopsis of what plant owners could expect from a recent investigation made by the government. He was followed by E. Allen Frost, attorney of the association, who gave an impersonal talk on the contents of the record in the case. An address was made also by Ivan B. Nordhem.

Officers were re-elected as follows: E. L. Ruddy, Toronto, president; J. E. Cassady, Knoxville, Tenn., vice-president; M. Breslauer, Minneapolis, treasurer; John H. Logeman, Chicago, secretary.

THE AYER & SON ADVERTISEMENT

(Continued)

power looms and bleached and printed the first calicoes in America.

Fact is, "Little Rhody" has been first in a remarkable number of things—even in facing the servant-girl problem. Over a century ago this complaint was published in a Providence paper:

"There has been taken away from the servant girls in this town all inclination to do any kind of work and left in lieu thereof an impudent appearance and a strong and continued thirst for high wages." It is probable, also, that Rhode Island can boast the first advertising poet, judging by the following, which appeared in the Providence *Gazette and Country Journal* as early as 1796:

"A bunch of grapes is Thurber's sign;
A shoe and boot is made on mine;
My shop doth stand in Bowen's Lane
And Jonathan Cady is my name."

The oldest surviving newspaper in the United States, *The Mercury*, established in 1758 by a brother of Ben Franklin, is published in Newport.

Rhode Island leads every State except Massachusetts in the production of cotton goods, and is second only to Massachusetts and Pennsylvania in worsteds and woolens. In dyeing and finishing textiles, Rhode Island stands third; in silk manufacture, sixth, while in the jewelry industry she is the topnotcher of them all.

There is woven in Rhode Island a variety of cotton cloth that has enjoyed a national reputation for quality for years without advertising, yet other mills in other States are to-day producing the same quality goods and getting a bigger market for them through advertising.

Few people outside the immediate circle of the jewelry trade realize the immense importance of

Rhode Island as the leading producer of jewelry of all kinds.

Rhode Island has done and is doing great things, but there are still greater things for her to do. The prestige and patronage that she enjoyed as the pioneer in so many lines is rapidly being encroached upon by other States which have more effectively invoked the power of publicity.

The achievements of Rhode Island's founders were mighty, despite the limited means at their command. Their descendants, with more abundant capital, greater skill and better organization, should keep to the fore in the world's march.

No record of Rhode Island could be complete without mention of Brown University, founded in 1764 as Rhode Island College. "A government stable and barracks during the revolution," writes an eminent historian, "it has been a beacon light ever since." Out of its classic halls have come such men as Albert Harkness, J. Lewis Dimon, E. Benjamin Andrews, Horace Mann, Henry Wheaton, Richard Olney and John Hay. Her president from 1827 to 1855, Francis Wayland, introduced methods which largely contributed to the advancement of education throughout the country. Among other things accomplished by this great educator was the conception of a practical method for elective studies which was first put in operation in Brown University in 1850.

Advertising Headquarters extends to the manufacturers of Rhode Island a knowledge and a service in publicity which will help to keep them in the leading positions to which the quality of their products so justly entitles them.

N. W. A Y E R & S O N
P H I L A D E L P H I A
N E W Y O R K B O S T O N C H I C A G O



SARAH FIELD SPLINT

"I Love Women"

A Statement of Policy by Sarah Field Splint, Editor of Today's

ILVE WOMEN. I consider editing a woman's magazine the greatest privilege that can come to me. TODAY's means to me devoted service to 800,000 women.

Have you ever lived in a small town? If so, you have a vivid mental picture of its home life. You know that not one woman in 25 keeps a servant. You know that 95 women out of 100 are serious-minded. Their responsibilities

make them so. You know that unbroken leisure is almost unknown to the conscientious housewife and mother.

These are the fundamental facts of the life of the woman of the small town.

How shall a magazine put them to practical application?

This is the answer as I see it after years of intimate personal contact with the home-making woman:

Her favorite magazine will be one that shows her how to lighten her household tasks and to administer more ably her home and her income.

Her favorite magazine will teach her how to give her children better chances for health, usefulness and happiness.

It will present this knowledge to her in entertaining, direct ways, so that she can master it once and for all in her moments of quiet.

It will preach the optimism that believes the world is good and can be made better.

It will offer her unalloyed entertainment in fiction and humor for those rare occasions when she need not watch the clock face.

I AM NOT one of those who believe that woman belongs to a downtrodden sex. But I do believe that for generations this has been a man's world. Women's problems have been overlooked. That is why she stands in vital need today of understanding service.

It has been said that the best service results through love. I love women. I want, more than anything else, to give them just the help they need. TODAY's will be my vizualized ideal of practical service to 800,000 of my sisters.

Sarah Field Split

Editor

Today's Magazine

[This is the first of a short series of advertisements about TODAY's editorial policy]

The President of China

has sent this message to

The World's Work

(We violate no confidence in reproducing this extract)

主權已日漸起色足以供給政費債還
債務而其經營實業則母財為之甚余
以為啟迪斯國猶有賴於他國之資本
主投資者固有未可圖而立中國列邦
收生產之效此誠所謂彼此而利者中國
主人民秉性和平萬物信實崇尚公道
尊禮義且重視他人之權利以是中
國之權利為他人所重視凡此諸端性
情與美人相同且兩國政體亦已一致彼
此人民觀念六合前此中美通好既已
連綿七開則嗣後之益臻熟密更可
預期左卷已

中華民國四年五月袁世凱



BEGINNING at the upper right hand corner and reading vertically until you come to the august seal of the Chinese Republic diagonally opposite, you will learn from the most authoritative source in the world, the internal problems and the policies of the New Republic of China. For those unfamiliar with the Chinese language, we recommend the August World's Work, wherein will appear the above note from Yuan Shih-Kai, translated into English.

Authoritative contributions from these distinguished persons have of late added distinction to The World's Work:

President Woodrow Wilson.

Dr. Von Bethmann-Hollweg, Chancellor of Germany.

Sir Edward Grey, Secretary for Foreign Affairs, Gt. Britain.

Count Okuma, Premier of Japan.

Eugene Etiene, Ex-Minister of War of France.

Romulo S. Naon, First Ambassador from Argentina.

Domicio da Gama, Ambassador of Brazil.

Frederico Alfonso Pezet, Minister of Peru.

Ignacio Calderon, Minister of Bolivia.

Constantin Theodor Dumba, Austrian Ambassador.

Rustem Bey, former Ambassador of Turkey.

Such is the virility and power of this magazine that it has gained tremendously in circulation, in advertising and in prestige during the troublous year just past.

This is The World's Work Year

What I Would Do as a Manufacturer if I Were Seeking Department-store Co-operation

By J. F. Beale, Jr.

Advertising Manager, Saks & Co., New York; formerly of R. H. Macy & Co., New York, and Strawbridge & Clothier, Philadelphia

A CLEVER man, very well posted in the matter of department-store co-operation with manufacturers, where it exists, and the lack of it, where that condition prevails, remarked recently "a good many manufacturers would go off and celebrate if they could get a fair measure of co-operation from the New York and other department stores." He is right; they *would* celebrate and they would have cause to do so!

Too many manufacturers perfect a fine product, create a selling organization and spend money advertising their goods, only to meet with indifferent success or even absolute failure when it comes to the vital issue of gaining the co-operation of the department stores or large specialty shops.

GETTING DEALER'S INTEREST

Reasons there are for this a-plenty: They may be summed up, however, into one general statement: *The manufacturer does not make this proposition sufficiently attractive to the department store or specialty shop.* He may think he does, and his advertising manager, sales manager or the advertising agency which handles his publicity may tell him that he has offered a fine "layout," but the answer is this: Few, indeed, are the manufacturers to-day who have established thoroughly satisfactory co-operation upon the part of any considerable number of department stores and leading specialty shops.

The great retail store spends big money in bringing customers to it, and establishing a good will and clientele. It very properly takes the attitude that it must make the greatest possible profit.

consistent with sound merchandising principles, on every transaction within its doors. This "profit," however, in the broad sense, may be cash profit, or trade established, or both.

I know of one big department store that for two years carried a line of women's sweater coats on which it made 5 per cent less than the department profit rating. The line was very distinctive, and a good seller. The store hesitated to discontinue it.

One day a wide-awake manufacturer produced a line that was its equal, and the original line was thrown out, root and branch, by the route of a big sale that slaughtered prices on the remaining lots and gave the manufacturer no end of trouble with his other trade.

This manufacturer subsequently got his line in another big store by giving the price he should have given his original customer. This error was a costly one to the manufacturer and he admitted to me his mistake, later.

The manufacturer who has merchandise that is trade-marked or branded, who is advertising it extensively and who has created or is creating demand for it, *must* have the co-operation of the large retail store to insure success.

As one course to be followed, I would recommend to this manufacturer these facts with regard to New York, or any other large city.

If the manufacturer can make a contract with a store, or stores in New York, we will say, that provides for a sufficient volume of business to justify it, or, if he is willing to take a chance on the merit of his goods backed by the co-operation of the retailer, he should create a demand for his

goods by advertising in the New York daily papers, and he should not nibble at it, either. Let him take a good bite, if his digestion is good; otherwise let him stop reading right here. This talk is not for him.

He should obtain the services of a thoroughly experienced advertising man who knows the kinks of retail trade of a great city—and who knows the papers and the character of their circulations, or let him place his account with a good agency. A department-store advertising man ought to be his best guide.

This advertising should be in the line of preparing the public. He may also want to use streetcars, elevated trains, posters, painted bulletins, etc.

CO-OPERATING IN THE ADVERTISING

Right here let me say that the manufacturer needs the help of the store or stores with which he expects to establish co-operation, in this advertising. They must be prepared to fill orders and can probably be induced to advertise their preparedness to supply the product simultaneously with the manufacturer's general announcements.

An introductory campaign of advertising need not be large nor costly, but the follow-up should be persistent. After the introductory "splash" the manufacturer may gradually lessen the space and reduce the frequency of insertions. Then it will be time to work with the store or stores which have been selected to boom the manufacturer's product. That is, learn intimately their systems of doing business, and adapt yourself as nearly as may be to them. *Co-operate*, as outlined further on.

The buyer of the department handling the goods must be made a friend. He must be made enthusiastic over the goods. The merchandise manager or member of the firm directly supervising this department must be enthused. The advertising manager must be won, and if he does not write all the "copy" for his store's advertising, the "copy writer" who

handles the "copy" of that department must be got into line.

This is not difficult if it is gone about in the right way.

The firm and merchandise manager want to see good business, lots of people coming to the store and a profit not less than the "rating" for the department in question.

The advertising man wants to see the goods he advertises sell largely. He *must* advertise what the firm and the merchandise manager direct, but he'll do it better if he is *en rapport* with the manufacturer and his proposition; if he approves of the goods and knows them thoroughly.

The one who actually writes the advertising will do his or her work to best advantage if pains are taken to see that he or she comprehends thoroughly every virtue of the goods.

The big retail store can buy newspaper space to much better advantage than the manufacturer. Moreover, the page advertisements of the big stores are read by thousands of people like news. Moreover, in the "page" of the big store the manufacturer makes a direct appeal to the clientèle of that store, backed, of course, by the store, a fact not to be discounted.

Make a deal to spend "so much" a year in advertising with the house whose co-operation you seek. Pay them in cash, in goods, in discount or in percentage of sales. Most stores prefer when measuring up their advertisements for charging the cost to the several departments, to make the charge of 25 per cent, 50 per cent, or whatever the agreed amount may be, to the manufacturer.

Right here let me interpolate; I know of a certain manufacturer who tried for years to build up a trade for his product with a certain big New York department store and failed because he would not sanction the store's demand for an advertising allowance.

Later, this manufacturer changed his mind. It was too late so far as the store referred to was concerned, but to another store he offered to "split" 50-50



There are very few institutions in the world—and no other publishing house—of the same international and world-wide character as Butterick.

In England, in France, in Germany, in Spain, in Italy, Butterick publications printed in five languages are recognized as the greatest fashion organs.

In these countries our readers believe that Butterick is their own national institution, and that the United States House, if they know of it at all, is only a branch.

The reason for this unique success is to be found in the unmatched efficiency of the service which our publications actually deliver to their readers.

THE BUTTERICK PUBLISHING COMPANY

NEW YORK CHICAGO BOSTON

Member A. B. C.

Moods & Advertising

If you read this you are in a mood to consider an advertising medium from a new angle of vision,—but if you were reading a bit of fiction or a story of the war your thoughts would be far from choosing profitable media.

Human Nature doesn't vary much. When a woman reads *Priscilla* she is in a mood to receive, accept and act upon its noteworthy ideas and suggestions that help her in her three great activities—Fancy-work, Every-day Housekeeping and Fashions.

First of all she buys *Priscilla* because it is the foremost authority on fancy-work. In it she sees the designs and picks out those she wants and then obtains the patterns. The habit of responsiveness to the editorial columns naturally extends to the advertising columns. Its department of practical every-day housekeeping gives her actually workable ideas and suggestions. Fashions have no small part in rounding out the active interest-creating desire for *Priscilla*.

Nearly half a million women (428,484) buy *Priscilla* and read it for suggestions and helps about the home. Have you anything to say to these women who, when they read *Priscilla*, are in a thoughtful and receptive state of mind? Psychology in advertising is as profitable a consideration in the choice of media as in the preparation of copy.

Not only are *Priscilla* readers susceptible to advertising but they have the money to spend on your goods if they know about them. Seven out of ten own their own homes—nine out of ten keep house. They do the family buying.

This distinctively specialized publication, from its very nature brings to the manufacturer of women's goods more pulling power than any widely departmentalized publication of scattered interests. The woman who does fancy-work is the buyer of all home necessities and luxuries. But what will these *Priscilla* readers buy, how much will they spend and what market places do they patronize? Our Advertising Digest will tell you. Before you determine your woman's list please send for it. It contains helpful information for the progressive advertiser. It shows you who among the big advertisers have made money by using *Priscilla* and why. **May I send it to you?**

ARTHUR J. CROCKETT, Mgr. of Advertising
The Modern Priscilla
 87 BROAD STREET,
 BOSTON, MASS.



on advertising for the first year. The arrangement has been in effect four years, to the immense satisfaction of both merchant and manufacturer.

And do not forget that the salesperson is the connecting link between the manufacturer and storekeeper on the one side, and the consumer on the other. No chain is stronger than its weakest link. See to it that the salespeople are thoroughly trained in the merits of your product. A diplomatic manufacturer or his representative can effect this readily. One of the most successful manufacturers of "branded" underwear for men gives, with the consent of the merchants, five cents on every garment of his make to the salesperson who sells it.

Every store sends out bills once a month to its charge customers. Get up a neat circular, not failing to consult with buyer and advertising manager. Have it printed and see that it is sent out with the bills. In some cases, all that is necessary is to furnish the idea, and the cuts, if any.

If the manufacturer does not succeed in getting permission to send out leaflets with the store's bills, he should have them put in packages of merchandise. Few stores but will readily give permission to do this.

Study up the most effective manner of showing goods. Gain the ear of the store's display man. Get him to give a window now and then, and get him and the buyer to make effective "line decorations" of the goods in the department.

STORE DEMONSTRATIONS

Some manufacturers have found that it pays them handsomely to engage and thoroughly train a demonstrator. They pay this man or woman more than the average department-store or specialty-shop salesperson receives. He or she is worth it, for the manufacturer's goods are thus sold to a maximum of prospects and he has someone directly interested in his goods on the scene all the time. Where there are several salespersons selling the

manufacturer's goods in any store, this demonstrator or specially trained salesman or saleswoman is an inspiration and instructor for the others.

Some stores will not permit the offering of premiums or rewards to their salespersons. Others do not object if they are a party to the transaction. In the latter case, stimulate interest on the part of salespeople by a direct reward for the making of certain sales records as cited above in the case of the men's underwear manufacturer.

The merchandise manager and the department buyer are ever on the alert for "events." In department-store parlance that means a "sale" or "special distribution" of some article or line of goods at less than usual price for the purpose of bringing more people than would ordinarily come to the store; to increase demand for the line of goods cut in price; or to "boost" the sales of department involved.

Some manufacturers object to having their goods used in this manner. Others welcome the increased business, but are unwilling to share in the cost, failing to see that manufacturer and great retailer ought really to be "partners" if there is to be big business done. *Mostly* such manufacturers are making a mistake. My experience has been that the manufacturer who suggests a "special day" or special "sale" to the storekeeper and helps him to "put it through," even going so far as to give him an extra discount on the goods sold during the sale day or sale week, gets closer to the storekeeper by degrees and sells more and more of his product. There is not the temptation in such a case for the retailer to cut out the manufacturer for the sake of a little additional profit on a substitute.

In the matter of the manufacturer's giving exclusive rights to the retailer, there is, and probably always will be, a difference of opinion. The matter hinges on too many and too various conditions for discussion here.

Imagine, however, such a thing

as Ivory Soap giving Park & Tilford exclusive distribution!

On the other hand, John Smith, of Smithville, may patent a vacuum-cleaner. We will say that he has ample capital and credit. He names his cleaner the "Wanavac," sells it exclusively to John Wanamaker, conducts an introductory advertising campaign and following that he and Wanamaker co-operate as outlined above.

All "Wanavacs" sold in New York are sold through Wanamaker. Eminently fair to all concerned. Then John Smith, of Smithville, seeks to duplicate this arrangement in every large city in the United States, and adapt it to smaller towns not within the territories granted to Wanamaker. Excellent! He has his experience with Wanamaker as a guide, and he has a strong lever with merchants elsewhere in the established fact of his success in the Wanamaker arrangement.

Again, William Jones, of Jones-town, owns a mill that can make very excellent silk hosiery. He learns that many big stores are dissatisfied with both profit and conditions attending their sales of a certain well-known brand of hosiery at a dollar a pair.

William Jones makes for a great store the best dollar silk hose that can be turned out.

One of the largest hosiery departments in a certain large city will not handle Onyx hosiery, which must be admitted to be one of the leading trade-marked brands.

This store keeps one large mill pretty busy on contract supplying very close imitations of several of the best Onyx lines made for it under its own brand name.

The arrangement is very satisfactory, apparently, to all concerned. On the famous Onyx annual sale days, which cover the whole United States, this store offers its own brands with marked success, and features "seconds" of its own brands also with marked success, an important item in the hosiery business.

Another hosiery manufacturer has adopted the plan of giving his oddments and "seconds" to

the stores, about a dozen of them, who have done the best business in the line for the year. These distributions he makes twice yearly. He finds the merchant appreciative, he says, for there is money and trade-making value in a well-planned sale of seconds in hosiery, as there is in many other lines.

And so I might go on for many more pages. The title of this talk is "What I Would Do as a Manufacturer if I Were Seeking Department-store Co-operation." The word co-operation is the most important word in the title. Concerning co-operation I would, in closing, quote Herbert Gladden, who says, "Men cannot co-operate successfully for any purpose if the sole bond between them is self-interest."

And further, to the manufacturer I would say that I have never yet seen a successful department-store or large specialty-shop owner who was not alive to the strategic importance of his position, and the value of his equipment and organization. Before you open negotiations, figure on the last cent you can allow the retailer, and if, after the deal is closed, you have a margin above that last cent, consider it velvet and rejoice accordingly.

American Canned Fruit in London

Libby, McNeill & Libby have recently conducted an advertising campaign in London. Space was used in one daily. The campaign was opened by half-page copy and later smaller copy was used. In the advertisements the public was invited to sample Libby's fruit products at any of the shops where they were sold. A few months ago a similar campaign concentrated on asparagus and pineapple. California fruits were featured in the last drive.

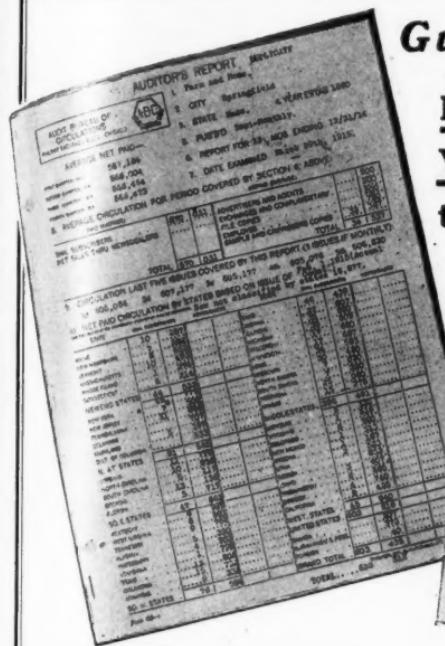
Schulte Tobacco Coupons Issued

On July 9 the distribution of Mutual Profit coupons commenced in the chain of forty-odd A. Schulte tobacco stores in Greater New York and in a large number of independent cigar stores as well. The Mutual Profit coupon is issued by the Mutual Profit Coupon Company, of which David A. Schulte, head of the A. Schulte cigar store syndicate, is president.

600,000 Circulation

Guaranteed

Proved and
Verified by
the A. B. C.



COMPARE *Farm and Home*, with its 600,000 circulation semi-monthly, guaranteed, as shown by this report, with the circulation statement of any farm paper that you wish. But that will not tell you its fullest value nor why it is the leader in its field.

Farm and Home's Circulation Has Quality as Well as Quantity

Proved by the A. B. C. Its quality is unequalled, and is further shown by the ever-increasing growth in advertising patronage.

It's the adaptable nature of *Farm and Home*'s reading matter that makes it so good an advertising medium. It is edited by practical men and women—acknowledged authorities in every line of farm endeavor—who combine knowledge of scientific agriculture with practical first-hand acquaintance with conditions on farms the country over. They keep the columns of *Farm and Home* full of live, practical, fascinating, wholesome reading—keeping our readers abreast of the times—teaching them to do things that make their farming profitable.

A copy of the A. B. C. Auditor's Report, with sample copies and rates, gladly furnished on request. Address nearest office.

THE PHELPS PUBLISHING COMPANY

Member of the Audit Bureau of Circulations

1518 Michigan Blvd., Bldg.
Chicago, Ill.

8th Floor Oneida Bldg.
Minneapolis, Minn.

**315·Fourth Avenue
New York**

Candler Building
Atlanta, Ga.

1-57 Worthington St.
Springfield, Mass.

TEAM-PLAY THE SECRET OF C



COMFORT'S kind of Subscription Solicitors

F ERT'S CIRCULATION SUCCESS



DO YOU like to advertise in a magazine that gets farm circulation through solicitors like the one here pictured?

Our subscriber says to her neighbor, "We taken COMFORT for years and every one in the family *likes it*. Won't you subscribe?"

And she does.

Over 65% of our new subscribers each year are won by the good team-play of our own subscriber-solicitors.

Can you picture paid solicitors or magazine men going out into the *real country*, where farms are perhaps a mile apart, and getting this kind of farm circulation? You can't—and neither can we. That's why we specialize on the method out here, and why you can reach, through COMFORT, a rich, responsive field—unique, unduplicated!

Does such circulation interest you? If so, why not begin using COMFORT with the forthcoming number issue, forms of which close August 10th.

W. H. GANNETT, Publisher, Inc.,

Augusta, Maine

HARRIS, Jr., Representative
1105 Platnum Building

FRANK H. THOMAS, Representative
CHICAGO OFFICE: 1635 Marquette Building,

Unimpeachable Evidence!

Gather around! Draw in close. We want to make a confidant of you. We like nothing better than to have everybody present when the A. B. C. reports come in.

Here are our figures for the second quarter of 1915.

DAILY GEORGIAN	52,613
SUNDAY AMERICAN	83,838

BENJAMIN & KENTOR CO.,
Foreign Representative,
225 Fifth Avenue, New York
Peoples Gas Building, Chicago



HEARST'S
 DALLEY **GEORGIAN** SUNDAY **AMERICAN**
 ATLANTA, GEORGIA
 ATLANTA'S GREATEST NEWSPAPERS

Combating Dealer Prejudice Against Trade- marked Goods

The Thomas G. Plant Company
Conducts a Two-year Campaign
to Merchants, Aiming to Wake
Them Up to Advantages of Easy
Sales and Quick Turnovers—The
Two Courses of Action

THE Thomas G. Plant Company, of Boston, has recently concluded a two-years' aggressive campaign in the trade press, the primary object of which was to overcome prejudice against trade-marked shoes among retailers.

This campaign was designed to create good will rather than to produce direct results, and the Plant company feels that it has been successful in laying a broader foundation for new business. In view of the fact that many other manufacturers of staple lines are confronted with similar conditions, the manner in which the Plant company met this problem is of special interest.

The Plant company is the largest producer of women's footwear in this country. It produces two lines of trade-marked shoes known as "Queen Quality" and "Dorothy Dodd."

Both brands are sold direct to retailers on the exclusive-agency plan. They have been extensively advertised in mediums of national circulation, as well as locally, where an agency connection is maintained. About two years ago the Plant company began to sense the need of bringing their product more forcibly before

the retail shoe trade of the country.

The business had been going uphill for a good many years. In fact, it had reached a point that looked like the top. And new business was hard to get.

An analysis of the situation brought to light a rather new and interesting point of view.

If you should examine casually a list of the cities and towns where these lines are sold you would get the impression of a distribution that is practically complete.

It is an excellent distribution, judged by present standards in that respect, but it is far from complete, and naturally so. There are a good many towns in this country that do not support over three or four retailers of footwear and the Plant company is only one of several hundred manufacturers who are competing for business in those towns. Hence there is



A Story of Quick Success—How the Holbrook Shoe Co., of Columbus, Ohio, built up a business.

For three years before the business was taken over by the present management the Hollbrook Shoe Co. of Columbus, Ohio, had been losing trade. For six months before the present owners, R. C. Denlap and C. E. Wilson,

Today it is one of the liveliest and most profitable shoe stores in the State of Ohio, and under the management of Ernest H. C. Crempach and C. E. W. Clark, bought the business it had been actually losing money.

Ohio, and is doing a 50 per cent bigger business than ever before in its exist-
ence.

Queen Quality shoes have been one
of the principal factors in the rapid
building up of this business.

"Nothing could return us," said Mr.
Dunlap nothing could return us to the old
method of buying a little of anything
that looks good.

trade knows that one reason for misfire is the anxiety of the salesman to make a sale, even if he may not have the proper style and size to suit that particular customer.

The style of the QUEEN QUALITY Shoe is never questioned. It is difficult to put in words just what this style value is, but perhaps the best explanation is to say that QUEEN QUALITY Shoes have the city look.

The Holbrook Shoe Co. is one of the most prosperous stores in Ohio. It is known as a progressive and wide-awake concern and the success achieved by them may be had by any less enter-

No matter what conditions may obtain in your store Quorn Quality will help you to do a bigger and better business.

Let us tell you about the experiences of other merchants. A post card will bring full and complete information, salesman or catalog as you prefer.

THOMAS G. PLANT CO.

CNMC 2003

ONE OF THE SERIES OF NEWS STORIES IN THE TRADE PRESS TO DRIVE HOME THE SUCCESS OF "QUEEN QUALITY" DEALERS

no such thing as a complete or perfect distribution, nor will such a condition be possible while competition exists. The channels of trade are shifting constantly. Old customers go out of business or become undesirable for various reasons. Some are lost to competitors. These things occur gradually and often pass unnoticed, provided new business is being created at the same time.

The unpardonable sin in a big organization is to neglect new business. The Plant company found it a problem to determine just what should be done. The obvious thing, putting more pressure on salesmen, was not sufficient. The company had been using space in trade-papers, but the copy was more or less perfunctory—general publicity. Finally a representative of a leading shoe-trade paper was called into conference and a new plan of trade advertising was devised. It was decided to execute two distinct campaigns: one on Queen Quality shoes and one on Dorothy Dodd shoes, and to promote each line from a different angle.

BREEDING GOOD WILL .

The basis of the Queen Quality campaign was to build good will with non-customers by demonstrating the existing good will of customers. It was planned to do this by a series of ads like the one reproduced herewith. Each of these ads was a human-interest story of experience, based on facts, by retailers who sell Queen Quality shoes. Each story was illustrated with interior and exterior views of the retailer's store.

In some instances the copy was written by the retailer himself, but others merely supplied facts and figures which were woven into a story. The store and the retailer and the latter's experiences in merchandising footwear were made the dominating feature of the display and the copy, but incidentally the story always brought out points favorable to the Queen Quality line.

The Dorothy Dodd campaign was a frank and direct effort to sell the retailer on the idea of

handling a trade-marked and advertised line of shoes and incidentally Dorothy Dodd shoes. The feature of these ads was strong display in the form of a stunt illustration that attracted attention and drove home a point.

The copy consisted of straight selling talk on different angles of the problem in question from the view-point of the retailer, and it brought out in a concrete way the advantages of handling trademarked shoes. The argument was offensive, not defensive.

One piece of copy was headed, "Do You Have to Push Your Shoes?" the illustration picturing a merchant trying to shove a gigantic shoe. The copy thus enlarges on the thought:

Are the lines you carry a lift or a load?

Do you have to spend in arguments time which *should* go in service to the customer?

Good trademarked shoes like the Dorothy Dodd bring bigger profits, because of the advance work of our national advertising—all without cost to you.

And mark this—Dorothy Dodd shoes carry a *gross* profit equal to unbranded goods.

Ask us to show you some facts about Dorothy Dodd retail net profits—how they build trade and decrease the percentage of mark-downs.

Both campaigns were maintained for a period of two years. Six different trade-papers that reach the retail shoe trade were used, and this general publicity is now being followed up by more personal efforts through the mails and by the salesmen, who are finding their work made appreciably easier by the campaign.

Another Lumber Association Joins Advertising Campaign

The Western Pine Manufacturers' Association has decided to co-operate with the Northern Pine Manufacturers' Association of Minnesota, Wisconsin and Michigan and the Associated White Pine Manufacturers of Idaho in the campaign to advertise white pine. The campaign was described in the July 8 issue of PRINTERS' INK. The advertising fund will be raised by assessing the lumber manufacturers ten cents per thousand feet of their cut.

The advertising of the Mutual-Profit Coupon Corporation, New York, will be handled by the Federal Advertising Agency.

ad-
incident-
The
strong
unt il-
vention

straight
les of
m the
and it
ay the
trade-
ment was

headed.
Your
turing
a gi-
us en-

it or a
uments
to the

the
its, be-
our na-
cost to

l shoes
branded

is about
—how
the per-

tained
Six
reach
used,
now
the per-
mails
find-
ciably

ation
sign
turers'
perate
turers'
consin
White
n the
The
July 8
vertising
ing the
per

-Profit
will be
vertising

The Leaders of the Weekly Farm Press

Orange Judd Farm Weeklies

480,000 Circulation Guaranteed

are read by farmers who are making and *spending* money for the luxuries as well as the necessities of life. With all the advantages of sectional papers—being carefully edited to meet the climatic, soil and market conditions of the localities in which they circulate—Orange Judd Farm Weeklies have the added advantage, in breadth of editorial view, of being national. *Northwest Farmstead* covers the Northwest; *Orange Judd Farmer*, the Central West; *Southern Farming*, the Southern States; *American Agriculturist*, the Middle States; *New England Homestead*, the New England States. There is exceptional *purchasing power* in this circulation.

Address Nearest Office for Sample Copies and Advertising Rates

ORANGE JUDD COMPANY, Publishers

Members of the Audit Bureau of Circulations

Headquarters: 315 Fourth Avenue, New York

Western Offices:	Southern Office:	Eastern Office:
1518 Michigan Blvd., Bldg. Oneida Bldg.	Candler Bldg.	1-57 W. Worthington St.
Chicago, Ill.	Minneapolis, Minn.	Atlanta, Ga.
		Springfield, Mass.

THE story of Lord Kitchener's Great Bluff in the July American Magazine has been the subject of more editorial and news comment in the great daily newspapers of the United States than any article which has appeared in any magazine since the war began. This is only one definite answer to the question; Why the influence of The American Magazine?

Out-maneuvering the Department Store

Campaign in Dailies to Stop Substitution and Get the Full Returns from the Advertising—Names of the Stores Run in the Copy—Plan of Advertising Bloch Baby-carriages a Success

M. L. BLOCH, of Philadelphia, head of the Bloch Go-cart Company, is working out his own little solution of the department-store problem.

His method is something like this: One of his salesmen visits the department-store buyer and soon convinces him that the Bloch baby-carriage is something he ought to carry in stock. The credentials of the carriage are A No. 1—made by an old firm, endorsed by physicians and *nationally advertised*.

Now be it known many department-store men are "strong" for nationally advertised goods—they create a demand that can, by skillful work, be supplied by the store's own private brand. Besides, it's just as well to have a Bloch carriage in stock in the event that some persistent woman, following her doctor's suggestion, wants a Bloch and only that.

PROMOTIONAL WORK THAT EVEN DEPARTMENT STORES UNDERSTAND

But, instead of depending upon the sole promotional work of the department store for the carriage, the Bloch company goes a step further; it runs ads in the city dailies and the department stores carrying the goods are listed by name in the copy. The woman is led on no blind hunt—she is told where to go and she goes. Moreover, she knows the store has the advertised carriage and cannot easily be diverted by evasive answers.

The circuit is complete and the

goods move, almost as if the department store didn't have any carriage of its own on hand.

This method has worked out so well in Philadelphia, New York and Boston that the appropriation has been expanded to \$25,000 to carry the work into Chicago, Buffalo, Pittsburgh and other cities.

The theme of the copy is the comfort and the good health of the baby.

The success of the plan is highly gratifying to Mr. Bloch, particularly as his carriage has run the gamut of treatment at the hands of the big stores. There have been cases, so it is said, where the Bloch name-plate has been removed and the carriage sold as the store's own. And it is on record that a few of the stores have bought Bloch carriages and copied them in cheaper materials.

In contrast to all this is a recent case where a New York department store, known for its hostility toward advertised lines, devoted part of its own advertisement to a showing of the Bloch carriage.

In the booklet entitled "Let Your Own Doctor Decide the Baby-carriage Question" is presented a skilful argument for buying the "high-priced" brand. It purports to be a doctor's own story of a search for a carriage, and how he came finally to buy a Bloch.



**NEWSPAPER COPY
DIRECTS BUYERS
TO THE STORES**

scenes other brands of the company's cigars. The sketches are worked out in considerable detail, with as much fidelity to natural colors as possible, and it is the experience of the company that displays contrived by experts like Mr. Perrault and his co-workers who call on the dealer, without an effort to "sell" him, stay longer than is usually the case in store windows.

Window Illustration in Water Color

Leo Perrault heads a staff of water-color artists now employed by the American Cigar Company, traveling from coast to coast and co-operating with jobbers in affixing to retailers' windows various water-color advertising "Permit" and other scenes of the company's cigars. The sketches are worked out in considerable detail, with as much fidelity to natural colors as possible, and it is the experience of the company that displays contrived by experts like Mr. Perrault and his co-workers who call on the dealer, without an effort to "sell" him, stay longer than is usually the case in store windows.

Where to Address Inquiries for Advice From Government

In General Experts of Bureau of Standards Will Answer Technical Questions—Exhaustive Textile Investigation Now Under Way—Instance of Help Afforded by the Forest Products Division

THE COLUMBIAN MILLS, INC.
Shade Cloth, Lace Curtains, Window
Shades, Shade Rollers

NEW YORK, June 22, 1915.

Editor of PRINTERS' INK:

In the June 10 issue, there appears an article headed "Making Advertising Capital Out of Government Specifications." In this article reference is made to the advantage resulting to certain manufacturers through co-operation with Government officials; and the suggestions and valuable information that may be secured.

Will you kindly advise the writer whether all of this work is carried on by the National Bureau of Standards or whether there are other departments interested in furthering the interests of American manufacturers. In this connection we have in mind particularly that part of the article on page 37, from which we quote as follows:

"Workers in the Government laboratories are very secretive regarding manufacturers' trade secrets, in so far as the general public is concerned, but they are very frank with manufacturers themselves. It is the policy to endeavor to aid any manufacturer who applies to improve his product."

CHAS. E. HART,
Manager of the Advertising and Sales
Promotion Department.

MOST of the testing and experimental work carried on by the Government and which is liable to be of assistance in a constructive way to manufacturers is in the hands of the staff of the Bureau of Standards, Department of Commerce, Washington, D. C. Of course there are exceptions. The War Department, the Navy Department, and the Agricultural Department all conduct tests and experiments with standard goods, etc. In the main, however, it is the custom for any government official or bureau that desires information for guidance in making purchases to refer the proposition to the Bureau of Standards in order that tests may be conducted there. In addition to these tests of commodities that the Government may be intending to pur-

chase, the Standards Bureau conducts many tests and experiments on its own initiative and always stands ready to aid any manufacturer who has problems to present just as the United States Consular Service will have a consul in any part of the world report on trade conditions with respect to the proposition of any individual manufacturer.

Venturing to surmise as to Mr. Hart's interests as indicated by the letterhead of the Columbia Mills Company it may be predicted that with respect to shade cloths, window shades and lace curtains he would be most likely to secure help or advice from the Bureau of Standards. Indeed, it may be noted that the Bureau is even now conducting quite an exhaustive investigation of textiles with a view to formulating standard specifications and to that end has within the past year tested over 2,400 samples of cotton, silk, and linen cloths, etc. This textile investigation has infinite ramifications some of which might remotely touch Mr. Hart's interests, as, for instance, the investigation of the quantity of sizing and loading material in cotton cloth and its effect upon the strength of the fabric.

On the other hand, Mr. Hart's interest as to shade rollers might perhaps be best served by application to the Forest Products Division of the Forest Service, United States Department of Agriculture, where a number of experts are all the while making tests to ascertain the best wood for any given use; to discover acceptable substitutes and cover new sources of supply.

Of course, all the above is more or less speculative in so far as it seeks to interpret the question of our correspondent. In a general way it may be said that the Bureau of Standards should be addressed for answer to any technical questions desired from Government experts. For help in the selling proposition Mr. Hart will be more likely to get what he seeks at the Bureau of Foreign and Domestic Commerce, etc.—[Ed. PRINTERS' INK.]

NOT only is Harper's Bazar the only American fashion magazine that publishes signed fashion articles by the leading dressmakers of Paris; but

—it is also the *only* class magazine in which the most prominent women of society, here and abroad, write signed articles about social events, entertainments and other topics that interest their friends.

Here is a partial list of Harper's Bazar's society contributors during 1914 and 1915:

THE DUCHESS OF MARLBOROUGH
MRS. STUYVESANT FISH
LADY RANDOLPH CHURCHILL
MRS. JOHN HAYS HAMMOND
MRS. LARZ ANDERSON
MRS. NATALIE SCHENCK LAIMBEER
MRS. NORMAN DER. WHITEHOUSE
MRS. CHARLES S. WHITMAN
MRS. BOURKE COCKRAN
MRS. AMOS PINCHOT
MISS MABEL BOARDMAN
MRS. JAMES LEES LAIDLAW
THE COUNTESS OF WARWICK

Now, if you want a magazine that will carry your announcement into the most desirable homes:

—what better magazine can you find than the one which these women have personally selected as the very best magazine in which to publish their own writings?

THE September FALL FASHION NUMBER,
with many photographs of society at the
fashionable watering places, and special articles
by Lady Randolph Churchill, Mrs. Laimbeer and
the Countess of Warwick, goes to press July 25th.



C. Van Tassel
Business Manager



Coca-Cola Advertising

People have said that our advertising is good. If that be the reason it is simply because Coca-Cola's deliciousness has been the in-

gredient that did not "make" Coca-Cola delicious and deliciousness are the foundation stones and advertising is the message that carries the taste of this deliciousness to every corner of this great country.

Advertising has let people know that Coca-Cola should be popular — and it has been Coca-Cola itself that has told all why it is popular.

There is no denial of the part advertising has played in our success—but giving credit to advertising is giving credit to quality and to the quality of the product. While we are proud of our advertising, there is another feature of it that arouses a sense of pride and earnest pride.

Our Free Booklet — "The Romance of Coca-Cola" is interesting and attractive—send for it.

Demand the genuine by full name—nicknames encourage substitution.

THE COCA-COLA COMPANY
ATLANTA, GA.

We are proud of our advertising—because it is more than pretty or strong or effective; it is truth-telling advertising. What we say of Coca-Cola in our advertisements is based absolutely on what Coca-Cola is.

And frankly—if the advertising has played the part we think it has in making Coca-Cola known, it is because of this very truthfulness of our printed words.

What has been said has been verified by Coca-Cola itself — always. Such advertising and such a product in combination are certain to produce complete satisfaction in the purchaser's mind. It is this kind of satisfaction that has made people buy Coca-Cola and buy again.

Just one single glass of Coca-Cola will tell you all we mean when we say that advertising has advertised what Coca-Cola has verified. This we call successful advertising.



The Los Angeles Times

**In Volume of Advertising Leads Every
Daily Paper in the United States,
Including Local Competitors**

The Times is an *advertising necessity* on the Pacific Coast.

No other advertising medium so thoroughly covers the rich Los Angeles, Southern California and Pacific Southwest field. The Times' quality and quantity of circulation ever secures to the advertiser quality and quantity in the advertising he pays for, and makes its advertising space a bargain for and a credit to the advertiser. Every advertiser in The Times is in good company; and in big company, too.

The average circulation of the Sunday Times for the first six months of 1915 exceeds 102,000 copies per Sunday, an increase of 12,000 copies over the same period of 1914.

The average circulation of the Daily Times for the first six months of 1915 was 60,349 copies.

FOREIGN REPRESENTATIVES:

WILLIAMS, LAWRENCE & CRESMER COMPANY

R. J. BIDWELL COMPANY
742 Market Street, San Francisco

Drilling Salesmen to Be Good Judges of Credit

How the Practice Is Working Out in Some Successful Houses

By Raymond Welch

EVERY manufacturer who has a force of salesmen on the ground is interested in obtaining genuine co-operation between his sales and credit departments. This feeling is engendered by the desire of the manufacturer to cut down his losses due to bad credit risks. How the salesmen may be shown that gross sales are not so important as net profits is an ever-present problem of the employer. There are some companies who are doing pioneer work to make salesmen valuable aides to the credit department. In every industry the tremendous problem of cutting selling cost is vital. This article opens a promising method by which the salesman may be made a better profit-producer and a real friend of the credit manager.

SALESMAN'S WELFARE LIES IN HIS NET PROFITS

By emphasizing to its salesmen the importance of net profits rather than gross sales, the International Steam Pump Company has reduced annual losses due to bad credits to one-half of one per cent of the total sales. This company, perhaps the largest of its kind in the world, has hammered on the truth that money in its treasury is much better than bad bills in the collection agency's hands.

Experience has taught this big corporation that information obtained by its salesmen in the field is often more valuable than that supplied by the regular credit agencies. The 110 men who sell International goods are more closely in touch with prospects than any agency, the company has found.

This concern's small percentage of loss is more remarkable when it is understood that 50 per cent of its business is done with new companies. In the words of F.

H. Jones, general sales manager, fully half of the customers are unknown quantities when they are in the prospect stage. That's before the organization, about which Mr. Jones will tell you, has been set in motion.

There are any number of firms who have glimpsed the opportunity of having their salesmen cooperate with the credit departments, but an investigation which I made proved that there was an enormous gap to be filled.

"The average salesmen are interested only in selling goods," the average sales manager told me. "They want to show the biggest volume of sales possible. If they have any doubt about a customer's ability to pay they will let the credit department take care of that end of the business."

And I found some sales managers, not many, who believed that the sales force should not be connected in any way with the credit department.

"The salesman is sent out to get orders," this small class asserted. "He is going to hurt his chances with the dealer if he insists on credit information or asks for a formal financial statement."

But interviews with some of the live wires of corporations doing big business made me see that the view of the class just mentioned is not progressive.

The sales manager who believes in the future of his job and in his company, and I talked to more than one of that sort, is hoping for the day when the sales department and the credit department will work together in perfect accord.

Such a man believes in net profits instead of gross sales. He is sure that the house's interest is the best interest the salesmen can serve. He is convinced that goods are not really sold for his

company until they have been paid for by the customer.

And, in reaching a state of harmony between the credit and sales departments, the International Steam Pump Company has been very successful.

"We are continually doing business with new concerns," Mr. Jones told me. "A sugar refinery is going up or a water plant or any other plant that is in the market for our equipment.

"What we want to know before we make any effort to sell our equipment is who the backers of the enterprise are. The amount of capital they can command interests us vitally. Our salesmen obtain those facts.

"They communicate with headquarters and we supplement their information with what we can gather. Then the instructions go out, 'Sell them' or 'Don't sell them,' as we may decide.

"By following that plan we do not waste our salesmen's time on prospects we do not want to sell for financial reasons. At the same time the information our sales force sends us helps us avoid poor risks.

"All of our men are drilled to size up prospects from the credit standpoint. It is just as much a part of their training as the technical knowledge of our products.

"Of course, a salesman is interested primarily in selling goods. That's only natural. But we make our men understand that it is just as important that the money for the goods they sell shall be collected by the company. We have 110 men scattered through the country. They have their territory to look after and are held responsible for credit information.

"The man whose business we think is worth having does not resent a salesman's attempt to obtain credit information. He is generally in a position to put his standing before us; if he is not, we don't want his business.

"Of course, there are two sides to be considered. No small part of our success is due to the co-operation which we obtain from our credit department. No demands that would be likely to

anger or annoy a customer are sent out without being referred to the sales department.

"There are cases where payment on a shipment has been deferred because of a defective casting or something of that kind. To demand payment through the credit department at such a time would be disastrous."

Under this plan, which has been proved profitable, a great amount of waste effort, of which there is so much in selling, is eliminated.

If the Jo-Jo Sugar Refining Company was organized to get a slice of the business handled by the American Sugar Refining Company it would be in the market for International equipment. The salesman for the pump company would at once try to find out who was backing the Jo-Jo concern, how much money they had and approximately how much of his equipment they would need.

These facts would be sent to headquarters immediately, and, upon instructions from the general sales manager, the field man would either ignore the prospect or go after his business with concentrated effort.

If it happened that, due to insufficient capital, the Jo-Jo company succumbed to the competition of its more experienced and better-financed rival, the International company would not be a loser.

DE LAVAL'S SALESMEN PAY CLOSE ATTENTION TO CREDIT

Another concern which has done much to make its salesmen valuable observers and chroniclers of credit conditions is the De Laval Separator Company. E. L. Garner, Eastern sales manager, showed me a printed form which all salesmen are required to fill out.

He emphasized the point that it was a part of the salesmen's duty to fill out those blanks in detail and to add whatever else they could obtain regarding a prospective agent.

Perhaps the fact that Mr. Garner co-operates very closely with the credit manager, acting as his aide, in fact, explains in part the

success of the De Laval plan of getting inside information about their dealers.

Among the information concerning the dealer or agent which must be turned in by every salesman in every instance are these facts: Age, occupation, business qualifications, references, bank, three firms with whom he does business, knowledge of dairying, knowledge of separators, what make of separators he sold in the past, outlook for territory and remarks.

And that last item, remarks, is no doubt the most important of the list. On the face of the blank six dotted lines are left for the remarks, but get this: Mr. Garner requires, in addition, that the reverse side of the form be filled with additional facts which the salesman has learned about the agent or dealer.

How does he stand in the community? Is he a good mixer among the farmers who are in the market for cream-separators? Why did he change from another make of separator which he had been selling?

"When a De Laval salesman goes after information about a customer's credit he gets it thoroughly," Mr. Garner remarked to me in the company's offices at 165 Broadway, New York City.

"He isn't timid about getting references from a man. He trots over to the bank and has a chat with the cashier. But don't take for granted that we put too much value on bank statements;

they're quite apt to be too roseate.

"The salesman fills out the regular form and on the back of the sheet he adds other information that will interest us."

From time to time Mr. Garner sends out letters and literature that he believes will help the salesmen get the information the company desires.

Comments On Appointment of Local Agent

Name	Give name in full		
Address	Town	County	State
If R.F.D. Give Distance Miles.....	North	East	South
R. R. Station.....	Town	County	State
Telegraph Office.....	Town	County	State
Distance from R. R. Station.....			
Ship from	Give name nearest distributing warehouse		
Age.....	Occupation.....		
Business Qualifications.....			
References			
Name of Agent's Bank.....	Name	Town	State
Three Firms With Whom He Does Business	{		
	Name	Town	State
Knowledge of Dairying.....			
Knowledge of Separators.....			
What Make Separators Sold In Past.....			
Outlook for Territory.....			
If successor to former agency, does new agent assume old account?			
Remarks: (Give complete information for credit basis, using opposite side of sheet if necessary)			
Date.....	Representative		

(All above questions must be answered complete)

DE LAVAL FORM WHICH CARD-INDEXES PROSPECTIVE DEALERS

Here are some extracts from a circular distributed among the sales force a short time ago, the object of which was to "sell" them on the desirability of selling to good credit risks.

"Haphazard methods of credit-granting cannot be indulged in to-day. The time has passed when it is considered reasonable to grant credit to Bill Jones because he refers to a friend who says,

'Bill is as good as old wheat.'

"In these days of close margins, successful merchants and bankers do not extend credit or make loans without information as definite and exact as possible as to financial standing.

"Reputation is as big a factor in granting credit as ever, but *not* the *only* factor. The merchant

alizable assets in his business to warrant the belief that he could pay at maturity.

"The relationship of confidence between buyer and seller is one of the distinct steps in safe and progressive business, and is now generally conceded and cultivated in commercial and banking affairs.

"The merchant desiring and asking the best in money and merchandise credit should be willing, gladly, to furnish correct information upon his business affairs."

This circular puts the matter of credits before the salesmen in a common-sense, understandable way. Mr. Garner says that he has received letters from some of the salesmen in which the worth of the ideas is praised.

GOODS POORLY SOLD COUNT FOR LITTLE

Another sales manager who has definite ideas of the relation of salesmen to credits is W. F. Wyman, of Carter's Ink Company. Mr. Wyman has reduced the main points of his plan to a few short paragraphs.

"Credit in my mind is based on character, capability and capital," he remarked when discussing the matter recently. "While the capability of a merchant is a visible characteristic, it is somewhat difficult to tell whether he is a crook or not.

"A man with character and capability

is a good credit risk in most cases. He will make up in energy and ideas what he lacks in capital. Such a man is a better customer for us than a man with capital who is short on capability.

NATIONAL PIANO TRAVELERS ASSOCIATION 140

SAMPLE FINANCIAL STATEMENT OF DEALER

The undersigned, for the purpose of inducing the.....
to continue credit already extended, and to extend further
credit, makes the following financial statement as of the.....
day of.....191..

ASSETS	LIABILITIES
Cash on hand..... \$ 650.	Accounts Payable (un- secured).....
Good Open Accounts on books..... 2500.	Bills Payable for Mds. (unsecured).....
Good Notes and Leases on hand..... 12000. (Notes and Leases held by " Smith Piano Co. 40000. " Jones Piano Co. 10000. " Doe Piano Co. 3500.	Bills Payable to Banks (unsecured)..... (Secured Instruments as follows):
Notes and Leases held by and accounts of other sales men.....	" Smith Equity in Collateral \$20000. " Jones Equity in Collateral 5000. " Doe Equity in Collateral 1750. " Smith on note. 1000.
Real Estate..... 10000.
Pianos on hand (cost price)..... 4000.
Players on hand (cost price).....
Pianos, etc., on rent (cost price).....
Stools and Scarfs..... 400.	Loans on Real Estate... 4000.
Musical Merchandise..... 300.	Unpaid Commissions... Other Indebtedness as follows:
Horses and Wagons..... 300.	Notes to Wm. Raymond 5000. " National Bank 500. " Others 7500.
Furniture and Fixtures. 2000.
Other Assets as follows:
Total..... \$85350.	Total Liabilities..... 45630. Present worth..... 39700. Total..... \$85350.

Number of Instruments on consignment? ... Amount Insurance carried on stock? \$10000. Any suits pending against you? No. Any unsatisfied judgments against you? No. Any chattel mortgages on stock? No. Average number pianos sold annually? 200. Amount of annual business? Regular time of closing books?

Indirect Notes and Leases sold or assigned under guarantee.... Liabilities! Accommodation endorsements for others?

The above is a full, true and accurate statement of the undersigned's financial condition, and the undersigned hereby agrees to notify the..... of any change materially affecting the same, so long as any indebtedness of the undersigned to the..... remains outstanding. (Names of each member of Firm in full.) Dated, Jan. 1, 1915. Signed, JOHN BROWN MUSIC CO. [L. S.] At. By John Brown, Prop [L. S.]

See analysis on next page.

A STATEMENT THAT BLOCKS INDEFINITE INFORMATION

or banker extending credit would be lax in his methods and bring upon himself losses too heavy to bear if he did not satisfy himself that the applicant had, in addition to a good reputation, sufficient re-

That Intimate Touch

When a person has bought your goods continuously for years and years, that person has become your customer—*yours*.

You can't get and have all of the people all of the time. You can get and have some of the people all of the time.

If you had 10,000,000 people as steady customers, that would be something to bank upon, wouldn't it?

We have that number of people in the United States regularly collecting Hamilton Coupons and S. & H. Green Stamps and redeeming them at our hundreds of Premium Stores scattered over the country.

You can get into intimate touch with this most desirable following, if you will adopt the Hamilton Profit-Sharing Plan.

You should at least look into the matter.

The Hamilton Corporation

GEORGE B. CALDWELL, President

2 West 45th Street - New York City

If You Sell Merchandise Carried By These Stores

**Department
General
Dry Goods
Clothing
Shoes**

The reports of the A. B. C. Auditors will tell you that you can reach more of your class of trade through the

MERCHANTS TRADE JOURNAL

than through any two or three other similar publications, combined.

**Circulation
56,000 Sworn**

**Subscription Price
\$3.00 Per Year**

Issued monthly. No premiums. Twelve years old. Territory—National. For detailed information address:

MERCHANTS TRADE JOURNAL

Des Moines, Iowa

New York - Flatiron Building
Chicago - Lytton Building
Boston - Publicity Building

"I preach profit rather than gross sales to my men. After all, it is the profit the salesman can show from his territory that lets him hold his place on the company's payroll. Goods poorly sold are out of proportion to the profits made on the sale."

"Don't understand me to mean that I want my salesmen to be credit men. That isn't the idea. It is the information which the men can bring me that I want, rather than their judgment on a man's credit."

"There are many ways in which a man can size up a dealer. One of the simplest plans is to observe other merchandise in the dealer's store."

"If the salesman sees goods made by a concern which is known for its tight credit policy, he can assume that the dealer is a fairly good prospect or he wouldn't have the merchandise in stock."

"How about the bank reference?" I asked Mr. Wyman.

"Bank references as a rule are not conclusive in establishing the credit of a retailer," he replied. "The banker will say that the dealer has such and such a balance, but he will seldom give information that may hurt the retailer's credit."

Mr. Wyman's view coincided with that of nearly every man I discussed this angle with. Although bank references were included, as a matter of course, with other information, little importance was placed on them.

In the plan which Carter's Ink Company is using the natural desire of a salesman to increase his volume of business is catered to. The sales force is told that by selecting good risks they can sell more goods. Mr. Wyman explained it this way:

"When I tell my men that the picking of good credit risks will mean more sales in a year I have to prove it. I explain that a man who buys a bill of \$30 and pays for it in sixty days can, on the average, be sold only six times a year."

"If that dealer paid for his order in thirty days it would give

the salesman a chance to sell him just twice as many times a year. In the first instance the year's business would amount to \$180, in the second the total would be \$360. By separating quick-paying dealers from the slow ones, the salesman has actually doubled his gross sales, and the company's profits have kept step with them."

TACTFUL SALESMEN REQUIRED

It is evident that tact and diplomacy are necessary to obtain valuable credit information. Some salesmen take to the work as a matter of fact; others seemingly will never be able to approach the mission with any degree of success. It is a matter of characteristics.

A salesman for a metal-ware manufacturer went about the task in a way which, though not antagonistic to the dealer, proved disastrous to him.

"It's this way, John," he said to the hardware man. "My house has a new idea that is being tried on us road men. We've got to get a line on your credit.

"Now, I know that you're fixed all right, but the boss wants this information, so slip me something to turn in."

The dealer, who was one of the liveliest men on that metal-ware company's books, looked at the salesman and quietly remarked:

"Smithkins, I've done business with your company for a long time, long before you were with it. I've never given out a statement to credit agencies because I can't see where it will do me any good.

"But the firms I am doing business with have a right to know how I stand, just as much so as I have to ask my customers about their credit. You have deliberately encouraged me to give you a false or at least misleading statement.

"Such information would be worse than none at all for your company. But what interests me is that I would injure my own credit by giving you facts that investigation would easily prove to be untrue. Instead of doing me a favor by skimming over the sit-

A Credit to Your Business for 1/10 of a Cent.

You will probably not deny that right now you are using good stationery.

The reason you do not use cheaper stationery is that you realize the importance of having your letters look well. Why not pay 1/10 of a cent more per letter and have your correspondence look as well as it can look?

Old Hampshire Bond

TAKE A PENCIL AND PAPER AND FIGURE IT OUT

Not counting your time in dictation, a series of five letters will cost you at the very least 25 cents (including your stenographer's time). To have these letters on Old Hampshire Bond will cost just $\frac{1}{2}$ cent more, or 25 $\frac{1}{2}$ c. For the extra $\frac{1}{2}$ cent you have expressed to your five customers, subtly yet forcibly, the standard of your business. The appearance and "crackle of quality" of Old Hampshire Bond cannot be disregarded. No man who is not proud of his business and its good name feels any incentive to use Old Hampshire Bond.

Ask us for the Old Hampshire Bond Book of Specimens—a book assembled and bound up to interest business men.

HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASS.

The only paper makers in the world making bond paper exclusively

uation, you are doing me a lot of harm."

That dealer opened the salesman's eyes. He was shown on the spot that the dealer worth selling does not resent giving information to a firm with whom he wants to do business. From that time on that traveler sent in complete and correct credit information to his house.

It's rather disheartening to see some of the mountains that block the union of credit and sales departments. There are concerns, and big ones, who are continually adjusting misunderstandings between the divisions.

RUNKEL'S GOOD RECORD

Less than one-tenth of one per cent is the record Runkel Brothers, Inc., manufacturers of cocoa and chocolate, have made in keeping down their losses due to bad credits.

The system on which the salesmen of Runkel Brothers work has no small part in the concern's successful effort to keep down the percentage of loss. In describing the plan, Sig. Fieux, sales manager, said:

"We try to make our men feel that they are part of the firm. We convince them that goods are not really sold until they have been paid for.

"Our salesmen have to report to the credit department as well as to the sales department. They have separate letterheads on which to make their respective reports. By this plan the salesmen are shown that their attention to credit is nearly as important as their sales work.

"Every time one of our men sells a customer he must obtain from him three references. Then he is required to send additional information to the credit department. It often happens that a man can dig up valuable facts about a dealer in his travels about a city. The credit department wants to hear that news.

"Our salesmen are sent bills past due from time to time so they will know just how a customer's credit stands. They will have no excuse, then, in selling merchandise to a

man who has not paid for his previous bill of goods.

"Often the roadmen are instructed to collect bills. This puts them in close touch with the money end of the business, and they see the wisdom of selling a man whose credit is good.

"Of course, we figure there are some dealers who never will be good risks. At the same time we realize that our competitors will get some part of the business. We therefore, try to let them have as much of that undesirable business as possible and concentrate our sales efforts upon the men who can pay promptly.

"Our men are hired with the understanding that they are to pay attention to the credit end of the business. Then we are safeguarded on the collection end by bonds of \$1,000, which the salesmen are required to post.

"Some of our men are so keen on the credit side of the business that they follow dealers who have failed in business and obtain small payments on overdue bills from time to time.

KEEPING SALESMEN POSTED

"It is our policy to let the travelers know everything that is going on with the dealers. They receive copies of all communications that are sent to their customers, either by the credit or the sales departments.

"In our line of business we find it absolutely necessary to have the sales force organized in this way. Any number of the merchants with whom we do business are not listed in the credit agencies and will not give statements to representatives of them.

"To this class of men to pull out a pad and demand a statement means often a request to cancel the order. By our system of getting three references, and the investigation of the salesmen, we get a line on dealers without the necessity of the formal financial statement."

Runkel Brothers, Inc., have 90 men on the road.

There are salesmen who regard the credit manager as a Simon Legree whose main object in ex-



Making good with your appropriation

Would you be able to convince your directors on short notice that your department is making good?

Could you produce a record to show where every dollar has been expended, and what has become of the investment?

Can you state how many replies have been received from each ad up to this morning's mail, the cost per inquiry, the sales per medium, the quantity and cost of follow-up matter, the status of work pending?

Have you the data for answering every reasonable question they could fire at you?

It's one thing to make good

and another to prove it. And many a good ad-man has fallen down because he didn't have records that told him just where he stood, so he could strengthen the weak spots in his campaign.

You'll learn a lot about strengthening the weak spots when you read the new "Y and E" booklet, "Making Good With Your Appropriation." This booklet tells exactly what forms and files are needed for the proper conduct of an advertising department, and gives the most approved systems now in use. It's for agency men and magazine men, as well as manufacturers—so *you* write for a copy today, sure. Copies are free!



Main Office, Rochester, N. Y.

Dealers in all Cities.

Leaders of the World in Filing Devices and Office Systems.

"Y and E"
Rochester, N. Y.
Please send your
system book, "Mak-
ing Good With Your
Appropriation"—Free
and without obligation.

Name _____

Address _____

The Automobile Supremacy of the New York Herald

was effectively demonstrated Sunday, July 11, 1915, when it was selected by the leading car, tire and accessory manufacturers and retailers in the ordinary course of business as the

Most Profitable Automobile Medium in New York

That this statement is not overdrawn may be gathered from the actual lineage represented in that issue which follows:

New York Herald	..11,242 lines
Second Paper	10,138 "
Third Paper	4,480 "
Fourth Paper	3,850 "
Fifth Paper	1,838 "
Sixth Paper	404 "

There Is No Guesswork in This. There Is No Element of Chance.

The Herald Sells Automobiles and All That Pertains to Them

Place the New York Herald First on Your 1915-16 list.

istence is to cut down their batting average. I ran into a situation something like that in the sales offices of a large corset manufacturing company. The credit manager in this firm has seen the opportunity of getting the salesmen to help gather credit facts.

But he has been confronted by numerous barriers.

"There are a few salesmen on our force who use their heads once in a while and get credit data for us," he confided. "These men keep close tab on the dealers' credit and if they think they are the least bit shaky they will not sell them until they have notified headquarters and received definite orders."

"Some of our most experienced men are leaders in work of that kind. There are other men who are always selling deadbeats who have never been known to pay a bill on time. This type is always fighting with the credit department trying to get the goods sent to those bad risks."

"Then there is the other extreme, the ideal salesmen from the president's view-point; the man who figures the house's interest to be his interest. We've a few men like that. I'm thinking of one in particular whose close observation of retail conditions resulted in big profits for us in one instance."

"In 1907, during the money stringency, it was reported by the credit agencies that a big department store was in a tight place. All of our competitors stopped selling goods to that store. But through our sales department we learned that the store had plenty of money, but that it was tied up in the construction of new buildings.

"So the man who sold this department store went to the buyer and said, 'I know that other firms in our line have shut down on you. I've also found out that you've got money, but it is tied up. We'll sell you all the merchandise you want and give you an extension of time, but you'll have to pay interest.'

"The arrangement was satisfactory to the store and as a re-

sult we sold large bills of goods while our competitors were out in the cold. The other firms depended on credit information obtained through the routine channels, we went farther than that.

"Not long ago a department store failed. Five years ago it was reported that the store was ready to go into bankruptcy. More than one of our business rivals thought they would be taking a chance if they continued to do business with that establishment. Again we were an exception.

"Investigation by our sales department revealed the fact that as far as we were concerned that store was not a bad risk. Our goods were not sold in large quantities, but were ordered for refilling the line from time to time. We sold corsets for five years to the store under suspicion, and the profits made during those years were much greater than the small sum we lost when the long-awaited crash came to justify our competitors' predictions."

Under a section which discusses the analysis of a dealer's statement it is said:

"As a basis for credit there are, however, other factors to consider, some of which are personal character and application, past record for success in profit-making, promptness in meeting obligations (which involves ability as a financier) and the age of the business.

"Real estate is a much too common item in dealers' statements. If it includes only a homestead, the exemption should be considered. If it includes a store property actually used in the business, the asset is a normal one, provided the dealer's condition otherwise is satisfactory, but if there are other items of real estate held for speculative purposes or for investment, the question may be well asked as to whether the dealer's statement is sufficiently good to permit of his operating such a side line to his business.

"Another and final suggestion is that it is well to know where the dealer is placing his obligations,

The Youth's Companion

Every copy is a gathering point for
a well-to-do, large-buying family



viz., whether to strong and influential manufacturers, who carry their own assets or to the smaller ones, who are not likely to be in a position to carry a dealer through a temporary and unavoidable crisis."

That the piano business has room for the salesman who knows credits is shown by this extract from a recent speech of J. H. Shale, president of the National Piano Travelers' Association:

"The wholesale traveling man of the future is bound to consider the financial end of the business as part of his sales work," he declared. "The successful salesman, wholesale or retail, will not be the man who is selling goods at low price and long-winded terms.

"Such salesmanship could be termed the work of *distributors* of pianos, but the real salesman will be the man who will be able to analyze a financial statement and sell goods based on quality, and the terms will be the ability of the purchaser to pay. He, well knowing his house's ability to finance, will pass up such sales that run beyond the maximum time the manufacturer or dealer is able to finance."

A BOOK PUBLISHER'S CREDITS

It is obvious that concerns dealing with individuals instead of firms have a much greater credit problem. Despite that fact, the Encyclopaedia Britannica Company has a record of only three or four per cent of cancellations. The company attributes no small part of that record to its representatives' ability to size up prospects from the credit view-point.

William J. Cox, manager of salesmen, has had some interesting experiences along the credit line. He has in some cases found it a difficult problem for his men to get credit information. Some of his force have been with him seven and eight years. The men who have been in the service that long are valuable credit scouts.

"I am continually trying to stiffen the backbones of my men," Mr. Cox declared. "Some of them do not want to ask persons for

references. They are afraid of ruining their chances of making a sale. My job is to give them more courage in that sort of a situation.

"Others of my men can be relied on absolutely. They have few cancellations, due to their ability to judge a prospect's credit. And distance or country doesn't make any difference."

At this point, Mr. Cox asked his secretary to bring him a letter.

"I want you to see this letter," he said to me. "It will show you the plan in the working."

The letter was from a salesman in South America. He enclosed orders for 14 sets of books. One of the orders he marked "N. G."

"I rely absolutely on that man's judgment," Mr. Cox continued. "I shall ship 13 sets of our books into the South American jungles with perfect confidence that we will get our money. I am just as certain that the order marked 'N. G.' would prove so if we took a chance."

"And why do you feel so sure about it?" I inquired.

"That man has worked for me eight years. I know him so well that I am taking no chance."

And, he added, if there were more men in his organization of that kind they would be worth a lot more to the company.

Among the representatives of the concern are women. Mr. Cox related an interesting incident which illustrated how one of the women sized up a prospect correctly.

This representative was given a card with the name of a prospect whose residence was on the lower East Side of New York City. When she finally found the house it was so disreputable-looking that she was afraid to go inside.

She mustered her courage, however, and climbed squeaky stairs to the prospect's room. Inside she found a German music teacher. The room was very neat, and in one corner of it was a piano.

The music teacher had been in America but a few months. Dur-



A Market for One Million Automobiles

There are approximately 8,000,000 farmers in the United States, who produce annually crops to the value of \$9,000,000,000. This is new wealth—drawn from the soil by the farmer himself, at the expense of no other industry. These eight million farmers, in the near future it is predicted, will buy one million automobiles.

It is estimated that the farmers have purchased this year 70 per cent of the automobiles manufactured.

The cost per sale for advertising in farm papers was about \$8.00, while the average cost for other mediums was approximately \$80.00 per sale. Advertise to your market.

The farming business is the secret of our enormous and rapidly growing wealth, which is astounding all Europe. Our wealth is ten times that of Italy, four times that of France, twice that of the United Kingdom and equal to the combined wealth of England, France and Germany.

FARM NEWS

is taken and read in the homes of 400,000 well-to-do farmers in the great Central West.

If you desire to reach these 400,000 prosperous, money-making farmers, it is quite necessary that you use FARM NEWS in your advertising campaign, because every good farm paper that is sound and reliable has its clientele and following, and the most economical and forceful way to reach this particular group is through the columns of their favorite farm journal, FARM NEWS.

We guarantee the circulation to be 400,000, and from a quality standpoint, to equal that of any other farm journal. We guarantee its editorial columns to be second to none. We believe that it is just as important that the farmer gets the right kind of good merchandise as it is that he gets the right kind of editorial matter to read, or the right kind of seeds to plant for his crops.

The constant growth of FARM NEWS' circulation is giving the advertiser about 25 per cent more circulation than charged for. This alone is an important point to take into consideration, as it gives extraordinary value for your money.

We will be glad to furnish any additional information concerning FARM NEWS that may be requested by any prospective advertiser.

Address the Home Office

**SIMMONS PUBLISHING COMPANY
SPRINGFIELD, OHIO**

Also publishers of *The Family Magazine* (500,000 subscribers)

NEW YORK OFFICE
225 Fifth Ave.
WM. H. HOGG, Mgr.

ST. LOUIS OFFICE
Third Nat. Bank Bldg.
A. D. MCKINNEY, Mgr.

CHICAGO OFFICE
1259 People's Gas Bldg.
T. W. FARRELL, Mgr.

Unpreparedness

UNPREPAREDNESS is a condition which some European nations have discovered to be a serious menace to successful defense or aggression. Our own country, too, is awake to the vital importance of being **PREPARED**.

WHAT is true of nations, is true of business institutions, and wise executives plan long in advance their advertising campaigns for sales, so that when "The Day" comes they are **PREPARED**.

PLAN your poster advertising campaign for the fall **NOW**. It is the 42-centimeter medium. We can advise, suggest and help you analyze, plan and decide before you spend a dollar.

IVAN B. NORDHEM CO. POSTER ADVERTISING

*Official Representatives
Poster Advertising Association
United States and Canada*

Bessemer Building : PITTSBURGH, PA.

BRANCHES:

New York, N. Y.
Marbridge Bldg.

Buffalo, N. Y.
1044 Marine Nat'l Bank Bldg.

Minneapolis, Minn.
Metropolitan Life Bldg.

Chicago, Ill.
1116 National Life Bldg.

Cincinnati, O.
503 Mercantile Library Bldg.

Philadelphia, Pa.
802 Chestnut St.

Cleveland, O.
813-15 Rockefeller Bldg.

Kansas City, Mo.
Fifth Floor, Merry Bldg.

ing that time he had almost paid for the piano by giving lessons to the children of the more ambitious residents of his section of the city. He was well educated and wanted a set of the books.

She took his order, and also the names of some friends of his. The friends turned out to be of good station and three other sets of books were sold to them.

She was interested enough in the case to watch the payments, and she found out that he settled promptly. A case where snap judgment would have ruined the sale of several hundred dollars' worth of books, and lowered the \$5,800 in commissions which this woman received for her last year's work.

HOW INGERSOLL-RAND BROUGHT ABOUT SHORT CREDIT

The Ingersoll-Rand Company has been very successful in cutting down the time allowed customers to pay. Not so very long ago the company did only about 50 per cent of its business on short time. The rest stretched over 60 and 90 days.

To-day approximately 90 per cent of the accounts opened by the salesmen of the company are on terms specifying net payment in 30 days. This remarkable change is attributed to the way in which the credit manager, also secretary of the company, worked with the sales department.

At first the methods of the credit manager made some of the salesmen think that he was a "killjoy," but later developments convinced them that he was more interested in sales—the sort the company got its money for—than they were.

The credit man hammered on the necessity of short terms, and convinced the sales force that the Ingersoll-Rand Company was not a banking house, but a seller of machinery.

He reached the branch managers first, and it did not take long to convince them that the plan was the right one. One of these branch managers received an order from a new salesman who gave a customer more than

Canadian Campaigns

ADVERTISERS influenced in the selection of media and agency service by the fact of membership in the Audit Bureau of Circulations are advised that the unnamend publications and agencies are

A B C Members in Canada

DAILIES

BRITISH WHIG . . . Kingston
(also Weekly Edition)
EVENING CITIZEN . Ottawa
HERALD & MAIL . Halifax
(also Weekly Edition)
HERALD Calgary
EVENING PROVINCE Regina
TIMES Moose Jaw
FREE PRESS . . . London

ILLUSTRATED WEEKLIES

CANADIAN COURIER Toronto

AGRICULTURAL WEEKLIES

CANADIAN FARM . Toronto
FARM & DAIRY . Peterborough
FARMERS' ADVOCATE London

ADVERTISING AGENCIES

H. K. McCANN CO., Ltd. . Toronto
J. W. THOMPSON CO., Ltd. Toronto

Lydiatt's "What's What in Canadian Advertising" is an authoritative, convenient and comprehensive guide to merchandising and advertising in Canada. Price \$2.00. Obtainable from W. A. Lydiatt, 53 Yonge Street, Toronto.

WOULD YOU BE IMPRESSED

by these facts about the American Breeder

(with which is now combined Carlson's Rural Review)

"The American Breeder is occupying a field in agricultural journalism that is of the greatest fundamental importance. There is no paper published that emphasizes the improvement of animals and deals with principles and methods of breeding from the same point of view as your paper. I congratulate you on your prosperity, and I predict a splendid future for your enterprise."—F. B. Mumford, Dean of Agriculture, University of Missouri.

"I feel it a duty I owe you and the public to command you on the most excellent farmers' and breeders' journal you are giving us. After 20 years in the breeding of fine stock, and keeping well abreast with the times, I am finding something new and important to the up-to-date breeder in every issue of the AMERICAN BREEDER.

"After using your columns for three years, advertising my road builder, I find I am getting better results from you for the investment than from any other journals I am patronizing."—D. B. Gunn, Manufacturer, Red Oak, Iowa.

From one page advertisement Bilger Bros., Chicago sold 180 pairs of shoes through the American Breeder.

From two full pages the Ottawa Mfg. Co., of Ottawa, Kans., sold \$1493.96 worth of woven wire fencing, gates, etc., through the American Breeder.

Through the American Breeder, King's Housewrecking S. & L. Co., of Kansas City, secured inquiries at 80 cents when three of the largest weeklies of the territory used at the same time cost 88 cents, 90 cents and \$1.25 respectively per inquiry.

Through the American Breeder, C. F. Jones, of Rippey, Iowa, secured catalogue inquiries for his dispersion sale of Shorthorn cattle and Percheron horses at \$2.08. At the same time the inquiry costs through five other publications used in this field were \$5.77, \$7.40, \$8.33, \$13.33 and \$40 respectively.

From the above do you infer that the American Breeder is a publication of merit, holding the attention and confidence of a good class of people throughout a rich section of the country?

Illustrated; published twice a month; circulation, 45,000; advertising, 20c. a line.

Address

American Breeder
KANSAS CITY - - MO.

On special Representatives as follows:

Chicago - - John D. Ross, 608 Otis Bldg.
New York, White-Simonson, Inc., 904 Tribune Bldg.
Kan. City, Franklin L. Miller, 620 Waldheim Bldg.

nine months to pay for a compressor.

The manager looked up the customer's rating and found it A1. He then thought that the company might suddenly have become financially involved, so decided to find out immediately.

He reached for a phone and called up the general manager of the company he was investigating.

"I noticed the compressor order which you have given us," began the Ingersoll-Rand man, "and I wondered at once what made a company of your excellent credit ask for such long terms."

"Why, your salesman offered them to me," replied the customer.

"That man is new with our company," returned the manager. "We do not do business on long terms. Thirty days net is the best offer we can make. I wish to withdraw my salesman's terms now with your permission."

The man at the other end of the wire was willing to accept the short terms of the Ingersoll-Rand Company, but a new salesman, not familiar with the work of the credit manager, had not attempted to sell him on that basis. He offered the long terms as an inducement to purchase. And that sort of salesmanship is what the company has almost abolished in its organization. When the news of this episode trickled through the sales force, it was a distinct educational aid.

Some companies, as shown here, have sighted the opportunity on the horizon. They have speeded toward it, using the machinery of organization already developed to help them reach the goal.

It is only reasonable to predict that those concerns who have led in other ideas will lead here.

But the plan isn't copyrighted.

To sell on shorter terms is the aim of many manufacturers who have endeavored to get away from the situations where they really act as their customers' bankers.

Naylor Leaves McGuckin

Ellwood T. Naylor has resigned as art director of the Eugene McGuckin Company, Philadelphia.

Advertise In Detroit



OURTH City in the land in Manufacturing. Increased product in nine years from \$128,000,000.00 to \$410,000,000.00 Its exports have jumped from \$23,000,000.00 to \$66,000,000.00 in nine years. It is the City where \$47,000,000.00 was spent in building construction in the past eighteen months and where the railroads have spent \$17,500,000.00 in the last five years, and where bank deposits have more than doubled in the last six years.

Detroit has several of the greatest industrial institutions in the world. Its 33 Automobile plants in 1914 manufactured 68 per cent. of all the motor cars made in this country, and today Greater Detroit has a population of 654,000, more than double that of 10 years ago.

In the face of world-wide depression and uncertainty Detroit continues its onward march of commercial upbuilding. It is because of its spirit of love and contentment and the fact that capital has made it possible for more people to own their own homes in Detroit than in any other large city—over 39 per cent.—that the city will be fourth in everything in 1920.

Added to the above facts, Mr. Advertiser, if you are desirous of increasing the sale of your product, we would suggest a reasonable appropriation for Detroit in

Outdoor Advertising POSTER, BULLETIN and ELECTRIC

WALKER & CO.

250 Fort Street, E.,

Detroit, Michigan

Some Knotty Questions About Trade-marks Recently Decided

Advertisers Checkmated in Plans to Use Ornamental Features in Their Designs

THREE are fashions, apparently, in trade-marks as in dress. Just now the preference among many prominent advertisers appears to be for the use as a trademark of some ornamental or mechanical feature of the article to be trade-marked.

From the standpoint of the manufacturer, particularly manufacturers of certain lines of goods, the scheme has much to commend it. For one thing, the ruse of adopting an integral part of an article as a means of identification solves the problem, perplexingly present in so many cases, of how permanently and conspicuously to affix a trade-mark. This is a problem that has been the subject of deep study on the part of manufacturers, as has been shown by the recital in *PRINTERS' INK* of how the makers of Crex rugs got around the difficulty.

The only trouble with the new formula for trade-mark protection is that, in a majority of cases, it is meeting with disfavor at the United States Patent Office. The officials at Washington are, in almost every instance, refusing registration to trade-marks that have what is known as a "useful" rather than a trade-mark function.

MANY ADVERSE DECISIONS

Recently several well-known firms have carried cases involving the new and interesting issue to the highest tribunals in the Patent Office. The unanimity of the adverse decisions must prove discouraging to advertisers who would follow in their footsteps unless, mayhap, they can exercise uncommon ingenuity in getting around the barriers which have been raised.

L. Candee & Co., manufacturers of boots and shoes, brought matters to a head when they sought registration for a trade-mark con-

sisting of a narrow embossed band on the upper margin of a boot or shoe,—the mark being affixed by cementing, impressing or embossing it directly on the goods. B. F. Goodrich Company and the Hood Rubber Company promptly opposed the granting of such a trade-mark registration to their competitor. The Hood company, it seems, had previously obtained registration for a mark consisting of a gray band completely encircling the top of a boot, whereas B. F. Goodrich Company wanted to get registration for a trade-mark consisting of a narrow band of red rubber around the upper edge of a boot.

"I am of the opinion that it is a bad mark," said the Commissioner in passing unfavorably upon the application of Candee & Co. In his consideration of the case he brushed aside all other arguments and declared that the issue involved was whether the mark for which Candee sought approval was "a feature of mechanical construction and ornamentation." In disposing of the case the Commissioner cited similar refusals in the cases of the Underwood Typewriter Company and Oneida Community,—two very interesting decisions of comparatively recent date which were reviewed in *PRINTERS' INK* at the time they were rendered.

An effort to capitalize the prestige of Mothers' Day has fallen afoul of this same newly emphasized policy at the Patent Office. This is a day and age when the advertising significance of every fad and fancy and popular movement is duly exploited, as witness Kewpie, Parcel Post and Boy Scouts. Anna Jarvis, reputed to be the originator of Mothers' Day, recently sought registration for a trade-mark suggestive of this special holiday. The trademark filed consisted of a repre-

sentation of a carnation or pink for use on buttons, badges, etc. To be sure, the button bore also the words "Mothers' Day," but issue was joined on the carnation, the emblem of the holiday.

PICTURE OF A CARNATION NOT ALLOWED

In vetoing this trade-mark the highest tribunal in the Patent Office said: "The representation of a carnation embellishes or ornaments the button and this performs a useful function to such an extent that one would not think of the trade-mark qualities of the carnation, but if it attracted attention at all it would only do so by reason of its ornamental function; hence the carnation does not perform the function of a trade-mark but rather the function of ornamenting the button. In view of numerous decisions it appears that if the thing relied upon as being a trade-mark has a useful function rather than a trade-mark function an applicant should not be given a perpetual

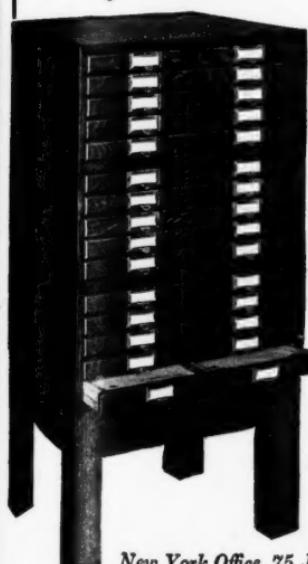
monopoly of it, under the guise of a trade-mark, even though the useful function is a minor one."

"In the present case the applicant's carnation was apparently put on the button to ornament it, rather than to point to its origin, and performs a function, therefore, as did the marks on the plugs of tobacco in the case of Dausman & Drummond Tobacco Company or the two upright strips at each end of the box containing the cigars in the case of Jacoby & Co., and as did the galvanized iron hoops in the case of Kane & Co."

The ban on any scheme for killing two birds with one stone in getting trade-mark protection is not yet fully understood by all subordinates in the Trade-Mark Division of the Patent Office. This was strikingly evidenced in connection with the final disposition, within the past few weeks, of the case of the Keystone Cut Glass Company versus Demer Brothers Company.

Do you FILE or PILE Your Cuts?

Weis Sectional Electro Cabinets



provide accessible and dust-protected space for your engravings, type forms, etc.

You buy the *Top Section* first—it contains over 1200 square inches of electro space. You add *Bottom Sections* as you need them. Stack them as high as you wish.

Use of Base is optional.

Price—Plain Oak, Golden or Natural Finish

Top Section . . . \$6.00

Bottom Section . . . \$2.25

Freight paid on \$10.00 orders to Eastern and Central States. Slightly higher prices in West and South.

Made also in Quartered Oak and Birch Mahogany.

Get Weis Catalogs

Weis products are practical, efficient and economical. This is but one of many styles of files for electro, forms, photos, drawings, copy, correspondence, cards, etc., listed in 96 page Catalog "J."

You ought to have our catalogs of time, temper, trouble saving Devices and Sectional Bookcases.

The *Weis* Manufacturing Co.

New York Office, 75 John St.

59 Union St., Monroe, Mich.

In this case the Keystone Company was not successful in preventing Demer from registering as a trade-mark for glassware a representation of a rose cut or ground into glassware. However, after deciding the purely technical point involved, First Assistant Commissioner Newton, who, instead of the Commissioner, usually has the last word in trademark controversies, virtually invited further action in this case. He said, "In my opinion the Demer application should never have been passed for publication." He pointed out that the representation of a rose was cut in the glassware evidently for decorative purposes and, reiterating the opinions expressed above, declared that no firm should be allowed to perpetually monopolize as a trade-mark an ornamental feature.

In support of this contention there was cited the refusal to register a narrow strip of leaf tobacco used as a wrapper around the mouthpiece of a cigarette and likewise the incident when Peyer & Co. failed to get registration for a representation of a band with eyelets therein and cross lacings connecting the eyelets.

MARQUETTE CEMENT COMPANY WINS A CASE

The Marquette Cement Manufacturing Company has recently had an experience at Uncle Sam's trade-mark bureau that, in contrast to those of the advertisers above cited, proves that while practice may be stiffening in some respects, it is becoming more lenient in others. Facing the same problem of getting a trade-mark strongly linked with its product, the Marquette company devised as a mark a tag which was a strip of material of zigzag or irregular form. The Examiner of Trade-marks refused to register it on the ground that nobody should be given a perpetual monopoly of such a tag. The Marquette company answered with the contention that it could register a star or a crescent, as others have done, and why not a configuration equally distinctive?

It won before the higher authority at the Patent Office.

In deciding in favor of the cement company the interesting point was made that if the shape of the tag could have any utility other than to point to ownership or origin, the firm could not get a monopoly under the guise of a trade-mark, but if the shape could have no utility but to denote origin then the peculiar shape could be monopolized.

The final opinion contains an illuminating paragraph: "This is the principle applied to words. If the word is useful in describing the goods or advertising them, then it cannot be monopolized as a trade-mark, but if it has no such use, or, as we say, is fanciful, then it may be monopolized." In summing up the conclusion that in this case the tag has no utility other than to denote origin, the opinion says: "Such tags are not ornamental, and in short such a shaped tag would ordinarily be avoided unless it was for the purpose of pointing to ownership or origin."

International Harvester Company's recent victory in securing registration for its trade-mark "International" probably contains crumbs of comfort for advertisers in many lines. The company wanted to register "International" as a general trade-mark for fertilizer distributors, fodder, stalk and ensilage cutters, hay presses, loaders, rakes, stackers, etc., but the Examiner of Trade-marks would have none of it, basing his refusal on the memorable decision in the National Cash Register Co. case. Moreover, the courts have refused to allow the International Banking Co. a monopoly of "International" on the ground that other bankers engaged in international banking business have a right to the use of the word to describe their business.

"INTERNATIONAL" ALLOWED

First Assistant Commissioner Newton, the trade-mark expert of the highest tribunal at the Patent Office, has, however, in the present instance come to the rescue

BEING A MOTHER is serious business, vitally concerning first the welfare of the babies and children, then the problems of financing the home, managing the household routine, planning the meals, and buying—*always buying*—food, clothing, provisions.

THE MOTHER'S MAGAZINE has all the characteristics, features and important departments appropriate to any Woman's publication

but its value is sharply intensified, its scope impressively broadened, its field clearly defined, and its appeal more intimate, because it is a *class magazine for women*—THE MOTHERS—with 100% class circulation.

NOT sensational thrills, but practical help and real service is the keynote of the class magazine that so acceptably serves 575,000 of these mothers—the buyers for 575,000 homes and families.

RENEWAL contracts, and an advertising clientèle increasing yearly, furnishes the most reliable evidence of the advertising value of such a publication for YOUR product.

THE MOTHER'S MAGAZINE

WESLEY E. FARNILOE, Advertising Manager

ELGIN - - - - ILLINOIS

CHARLES W. YATES, 5204 Metropolitan Tower, NEW YORK
W. J. MACDONALD, 1029 Peoples Gas Building, CHICAGO
SAM DENNIS, 402 Globe-Democrat Building ST. LOUIS

Member A. B. C.

Sales-building

There is no more fertile field for sales-building than among 48,000 people who will pay 35c for a magazine of luxury

They subscribe to and buy the

THEATRE MAGAZINE

—because it is the only magazine that supplies regular authentic news of the stage, and has a mission of its own. It is a specialist in its field—it has no rival.

**The statement—
48,000 readers is supplied by the A.B.C.
of which we are
members.**

**Paul Meyer
Advertising Manager**

**The Theatre Magazine
8 West 38th Street New York City**

**GODSO & BANGHART
Western Representatives
Harris Trust Building
Chicago, Ill.**

**H. D. CUSHING
New England Representative
24 Milk St., Boston, Mass.**

of the International Harvester Co. In reversing his subordinates he holds that the reasoning of the court in the International Banking case does not apply to the present case. He says in part: "It is very common in trade-mark practice to find a word descriptive, and therefore objectionable, when applied to one class of goods that is arbitrary and fanciful as applied to another class. 'White Ribbon' is a good mark for meats, but would be descriptive as applied to ribbons, and so International as applied to the banking business is descriptive, but I cannot see how it is descriptive as applied to agricultural implements."

As to the objection raised that International is also geographical, the opinion says: "It is not clear in my mind how 'International' is geographical. It refers to no particular section. International is less geographically descriptive than 'Celtic.' 'International' is little less geographically descriptive than the word 'Globe' which is a common trade-mark and presumably unobjectionable. It may be urged that 'International' is descriptive in its implication that the applicant is engaged in international commerce, but even assuming that it is, that would not cause its implements to be known as 'International' implements. 'International' is certainly no more descriptive than is the word 'Interstate' which the Office has frequently registered."

"OCCIDENT" AT FIRST REFUSED REGISTRATION

Another angle of this same subject is shown in the recent disposal at the Patent Office of a trade-mark application made by the Russell-Miller Milling Company. Incidentally this case well illustrates how a resourceful advertiser may win out where nothing but discouragement is met at the outset. The Russell-Miller company wished to secure registration for the word "Occident" as a trade-mark for bread, etc. The Trade-mark Examiner declined to accept it, fortified by his knowledge that in the case of the

THE WORLD ALWAYS LEADS in ADVERTISING as in CIRCULATION

OFFICIAL ADVERTISING FIGURES:

Advertising printed in the New York Morning Papers During the Six Months of 1915—January 1 to June 30.

(These figures compiled by the Statistical Department of the New York Evening Post)

WORLD	LINES	World's Lead
	LINES	LINES
Second newspaper	5,096,873	4,656,772
Third	"	440,101
Fourth	"	4,256,538
Fifth	"	840,335
Sixth	"	4,082,780
Seventh	"	1,014,093
		1,863,235
		3,233,638
		1,506,910
		3,589,963
		1,015,168
		4,081,705

THE NEW YORK WORLD

SELLS 100,000 MORE

**copies in New York City each weekday than any
other morning newspaper**

Crescent Typewriter Company the Court of Appeals had held the very similar word "Orient" to be geographical.

The milling company persisted that in the present case "Occident" is on a very different footing as to its geographical nature. "Orient," it stated, indicates some definite locality and confined area, whereas "Occident" denotes no particular locality or territory measured by boundaries and hence is just as registrable as other words such as "Northland" and "Celtic" which latter by the Commissioner's decision has been allowed to the Acker, Merrill & Condit Company. The supreme arbiter at the Patent Office concedes these points to be well taken, and concludes: "It will be noted that the mark is for use on bread, and it is believed that the liability of anyone attaching any geographical significance to 'Occident' when applied to bread is so remote that the word should be registered as requested."

**PROCTER & GAMBLE FINALLY WIN ON
"CRISCO"**

Procter & Gamble Company has also within the past month wrested victory from defeat in the case of their widely exploited trade-mark "Crisco." No little interest was aroused by the announcement in PRINTERS' INK when the Cincinnati firm was in the first flush of its advertising campaign that the Patent Office had refused to register "Crisco" as a mark for cooking-fat on the plea that it conflicted with "Crispene," which had previously been registered as a trade-mark for substitutes for lard. After this rebuff, Procter & Gamble "got busy," with the result that they obtained assurances from the owner of "Crispene" that he had no objection to the use of "Crisco,"—a hint here for other advertisers. With this evidence in hand they appealed their case, laying especial stress also upon the extensive advertising that has been done and calling attention to the fact that "Crispene" "has only a small and negligible trade and is sold almost exclusively in bulk," whereas

"Crisco" as the result of the advertising is now sold to the extent of several million packages a year. In consequence instructions have been given to register "Crisco" unless objections are forthcoming from some other source.

"CASTLEBONE" UPHELD

The Warren Featherbone Company has just lost out in a little tilt with the Castlebone Company because the powers that be at the Patent Office suspected the Warren firm of the rank heresy of attempting to prolong a patent monopoly by means of a trademark. The Castlebone Company in the present incident sought to register "Castle" as a trade-mark for featherbone. The Featherbone Company had long since registered "Featherbone" as a trade-mark, and had obtained patents, now expired, on what is called in these patents "Featherbone." The courts have held that since the expiration of these patents the public has a right to sell featherbone under that name, and that the name cannot be monopolized by the patentee as a trademark.

The Castlebone Company has, however, been so conservative that it did not even include the word "Featherbone" as a part of its trade-mark. It merely asked for the registration of the word "Castle" and the picture of a castle, although the mark was used, of course, on featherbone. The Patent Office in deciding sweepingly in favor of the Castle Company points out that even if the Featherbone Company's patents were still alive and it had exclusive use of the word "Featherbone," it is not believed that the use of the "Castle" mark would be damaging. There is recalled in this connection the famous case of "Celluloid" and "Cellonite" which occurred while the patents involved were yet in force. In that case, whereas it was decreed that "Cellonite" did infringe "Celluloid," it was ruled that the public had full right to use "celluloid" as a common appellation, or for all purposes except one, namely, as a trade-mark.

The growth of our business calls for an addition to our staff.

We desire the services of a layout man who must be a judge of good copy and well versed in modern merchandising methods.

Our New England clientele demand advertising and merchandising ability that is comparable to the best alien accomplishments.

The organization and work of this company are based upon a pre-eminent service. There are no boundaries to the field of our endeavor.

Therefore, the man we employ must measure up to a superlative standard.

Send us samples of work and give full particulars of experience.

All communications will be considered confidential.

**THE GREENLEAF COMPANY
BOSTON**

DON'T waste your time and money by experimenting with irresponsible firms, go to those with an established reputation who have the organization, the material, the artists, the courteous officials and salesmen, the service in all departments and quality always. This is what has made money for us and will for you.

DON'T think that the lowest price is the most economical. You need the things spoken of above, and as a proof of these qualifications our customers and employees have remained with us for many years. Let us have an interview and we will tell our story.

DON'T forget that we have a printing and binding plant, as Josh Billings says: "Ekalled by few and excelled by none."

DON'T forget our capacity, 75,000 or more catalogues or magazines in a day, three hundred skilled employees.

DON'T forget we have every modern appliance for doing fine work in colors or black.

DON'T forget to come and look us over before placing your next order, or write or telephone to

CHARLES FRANCIS PRESS

3032 WEST 13TH ST. NEW YORK
TELEPHONE, 4090 CHELSEA

Campaign for Real, Salable Article Staged by Ad Club Members

Milwaukee Club, as "Board of Directors," Discusses Plans for Merchandising a Device Recently Put On the Market—Advertising Plans Formulated at Club's Weekly Luncheons

ADVERTISING campaigns in behalf of imaginary or hypothetical products have been staged by various advertising clubs, and have proved worth while on account of the discussions among members relative to the various phases of the problem in hand. It remains for the Advertisers Club of Milwaukee to conduct a real campaign for a tangible, salable article which was placed on the market so recently that it has not, as yet, become very widely known.

In past years it has been customary in Milwaukee to suspend the weekly club meetings during the summer. This year, after it was determined to keep the club-rooms open and continue the luncheons, the programme question became all-important, because of the difficulty during the vacation period of securing good speakers. Then it was that the staging of an actual campaign was decided upon. To give the members a personal interest in the campaign they are all considered to be members of the board of directors of the company manufacturing the article to be advertised.

"We selected as the product to be advertised a fan similar in appearance to an electric fan, but driven by a hot-air engine operated by an alcohol lamp in the base of the fan," said Charles L. Benjamin, of Klau-Van Pietersom-Dunlap, Inc., in telling PRINTERS' INK of the idea. "This fan is made by the Al-Cool Fan Company, of Chicago, and at our request this company loaned us half a dozen fans, which has enabled us to have one fan in operation on each table during the mid-day meeting."

Vinton L. Pace, advertising manager of Gimbel Brothers and president of the club, was chosen president of the fan company; Mr. Benjamin, vice-president; A. M. Candee, advertising manager of the National Enameling & Stamping Company, secretary, and Frank M. Bruce, publisher of the *American School Board Journal* and treasurer of the club, was selected as the manufacturing company's treasurer.

Mr. Candee assumed the name of "A. Hornblower," and has been aided by a wig and false whiskers in his imitation of a conservative business man who does not believe in advertising. Aside from this bit of mimicry, no levity in the proceedings is permitted, the idea being to discuss the advertising of the fan in a strictly business-like way.

Walter F. Dunlap, of Klau-Van Pietersom-Dunlap, was selected as sales manager of the manufacturing company, and Henry Brockbank, advertising manager of the Atlas Flour Mills Company, advertising manager.

"It was assumed that the company would spend \$150,000 in advertising the fan," said Mr. Benjamin, "if this appropriation could be justified. Our discussion at the first two meetings was to determine what the market is for this fan, how much we can afford to spend in advertising it, whether it should be marketed through the regular trade channels or direct to the public, what mediums should be used, whether the campaign should be national in its scope or restricted to certain territory, etc., etc.

"To give an idea of how this plan is working out, among other information submitted to the board of directors, was a statement showing the number of towns in the United States having central stations and how many of these stations supply current during the daytime as well as at night; also statistics showing the number of houses wired for electricity in various cities and the cost of current. We have also secured from a hardware jobber, who is a member of the club, a

Chi
Bo
Phi
Cle
St.
San
Loc

Many a manufacturer who has been stung by *extensive* advertising evils has been saved by *intensive* advertising virtues.

Many a manufacturer who has spent dollars to coax and cajole the consumer—and failed—has come to us with dimes to *get the dealer*—and succeeded.

If YOU are thinking of investing (say) ten, twenty-five or fifty thousand dollars in "Big" advertising—take Mr. Punch's advice to those about to marry and, *don't*—until you see what the DRY GOODS ECONOMIST organization can do for *one-fifth the appropriation*—or maybe less.

✓ *Distribution is the pivot on which all successful advertising swings.*

If your product is salable through the dry goods and department stores—let the ECONOMIST help you to secure distribution—and to *increase* sales through those dealers *already* handling your goods.

Many of our most successful clients started with an extremely moderate appropriation.

DRY GOODS ECONOMIST 231 WEST 39th ST. NEW YORK CITY

PHONE, 4900 BRYANT

Chicago.....	215 S. Market Street
Boston.....	201 Devonshire Street
Philadelphia.....	929 Chestnut Street
Cleveland.....	516 Swetland Building
St. Louis.....	1627 Washington Avenue
Cincinnati.....	1417 First National Bank Building
San Francisco.....	423 Sacramento Street
London (Eng.).....	11 Queen Victoria Street, E. C.
Manchester (Eng.).....	10 Piccadilly

Members Audit Bureau of Circulations

NEW ENGLAND

The Ideal Territory for Advertisers— Both Regular and “Try-out”

A prosperous manufacturing population is a good purchaser of all things, necessities, comforts and luxuries. It buys largely and is quick to seek for merit in new articles. Such a community is progressive. The tide is always coming in which means a harvest to the advertiser.

Manufacturing New England offers to advertisers more than any other section can offer, as no other has so much capacity and readiness per mile to purchase goods. New England cities are close together so there are no long and expensive jumps for salesmen.

There is an abundance of good jobbing houses that appreciate the value of goods advertised in their "home daily" newspapers which they know to be quick workers and rapid producers, so distribution is easy and accounts are safe.

Results can be traced accurately—the value of the advertising copy and selling plan can be determined absolutely by a trial campaign in New England home daily newspapers.

The manufacturers who desire dealer influence may have it by using the home daily newspapers which contain the local price current sheets of bargain quotations and store news so closely scanned by the buyers in New England households. Then you will be in constant touch with the purses of the people.

You will find these 12 dailies strong and result producing

LYNN, MASS., ITEM

Daily Circulation 15,261.

Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS., Standard Daily Circulation 23,079.

Population 97,000, with suburbs 120,000.

SALEM, MASS., NEWS

Daily Circulation 20,021.

Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION

Daily Circulation 29,591.

Population 100,000, with suburbs 250,000.

WORCESTER, MASS., GAZETTE

Daily Circulation 24,626.

Population 160,123, with suburbs 200,000.

HARTFORD, CT., COURANT

Daily Circulation 16,800.

Population 98,915, with suburbs 125,000.

NEW HAVEN, CT., REGISTER

Daily Circulation 19,414.

Population 138,605, with suburbs 150,000.

MERIDEN, CT., RECORD

Daily Circulation 7,000.

Population 37,265, with suburbs 50,000.

WATERBURY, CT., REPUBLICAN

Daily Circulation 8,783.

Population 78,144, with suburbs 100,000.

PORTLAND, ME., EXPRESS

Daily Circulation 20,944.

Population 58,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS

Daily Circulation 10,014.

Population 20,468, with suburbs 40,000.

MANCHESTER, N. H., Union and Leader

Daily Circulation 27,705.

Population 75,063, with suburbs 150,000.

statement showing the number of hardware jobbers in the United States, the number of retail hardware dealers, the discounts customary in this line of trade and an estimate as to the probable size of the average order.

"We have about decided that the Pacific Coast is not a good field for this fan, owing to the fact that in Washington, Oregon and California nearly 75 per cent of the homes are wired for electricity and, because of the large number of hydro-electric installations on the Coast, the cost of current is very low.

"Where a large portion of the homes are wired for electricity and the cost of current is low, it is obvious that we would meet very strong competition with the electric fan, and wishing to follow the line of least resistance, we have abandoned any idea of pushing the fan on the Pacific Coast.

"Statistics secured from the Weather Bureau give us the average summer temperature in various States. New England, with its short and comparatively cool summer, would seem to be a poor market for the fan, but this section is honey-combed with summer resorts and summer camps, many of which are not supplied with electricity and from this point of view this territory would be a good one.

"At the next meeting, men interested in the sale of printed matter, car-signs, novelties, farm journals, standard magazines and newspapers will tell why they believe their particular medium a good one for us to use and what portion of the advertising appropriation should be set aside for the form of advertising each of them represents."

Newspapers in Milwaukee are treating the campaign as if it were a genuine offer on the part of an Eastern manufacturer to place the conduct of its advertising department under the direction of the Advertisers Club. One result of this is that numerous applications have been received from publications and individuals who wish to help in the investment of the appropriation.

PORTLAND

The largest city in Maine.
The wealthiest city in Maine.
The jobbing center of Maine.
The wholesale center of Maine.
The retail center of Maine.
The financial center of Maine.

Portland is a garden spot that attracts summer visitors from all over the country. Her summer population is 75 per cent. greater than normal. Trade is brisk winter and summer in Portland. The

EVENING EXPRESS

is the only afternoon daily. Goes into more than nine out of ten homes in Portland. Recognized as Portland's greatest daily newspaper. Produces the greatest results, carries the most advertising of all kinds. Your advertisement should be in the Largest Daily Circulation in Maine.

JULIUS MATHEWS, Representative

MEDICAL COUNCIL

"Doctors Expect Calls

from salesmen during

Business Hours.

Just as true of

salesman-in-print"

Writes one prominent physician in Judicious Advertising for June, page 123.

Every month MEDICAL COUNCIL calls on 30,000 of the busiest, most prosperous "family physicians" — during business hours.

Average circulation each issue 1914 — 28,000 copies; January 1915 issue — 31,500 copies; sworn statement on request.

**Member
of the
"Big Six"**

Only honest advertising of high character accepted.

Ask your Agent or write us at

420 Walnut St., Philadelphia.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston. JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. McKinney, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price two dollars a year, five dollars for three years one dollar for six months. Five cents a copy Foreign Postage, one dollar per year extra Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30 quarter page, \$15; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, JULY 22, 1915

Management by Vote of Stockholders Recent events in Wall Street have brought about a recurrence of the reports that proxy voting at stockholders' meetings is about to be abolished, and that a general poll by mail is to take its place. The individual stockholder, as partner in the enterprise, is to be asked to express his approval or disapproval of the acts of the officers and directors, and the verdict expressed by those holding a majority of the shares shall be final. Not only that, but this same popular expression is to be relied upon in determining the future policy of the corporation—such as the inauguration or continuance of an advertising campaign, for example. This, we are assured, will mean the end of corporation dominance by small minorities.

From the standpoint of an advertising man, it is a little difficult to see how the substitution of a general stockholders' referendum for the present system would result in an increase of efficiency on the one hand, or in a guarantee of honest management on the other.

The number of individual stockholders in many of our large corporations runs into the thousands—the Pennsylvania Railroad, for example, has more than 90,000, and the National Biscuit Company has 8600—many, if not most, of whom have no practical knowledge of the management of the property. It is hardly to be expected that they possess, singly or collectively, the wisdom necessary to take over the management of the concern, or to pass intelligent judgment upon points of policy.

The proxy system has doubtless been abused, but we do not look to a stockholders' democracy for the remedy. Indeed we believe that the remedy lies in the other direction; through a greater legal and moral responsibility imposed upon the board of directors. There is already a marked tendency toward smaller boards of directors, and a disposition to see that they really direct.

The Significance of the "Oneida" Case The broad significance of the New York decision involving the use of the word "Oneida" on steel traps, which was reported in last week's PRINTERS' INK, should not be overlooked. Though its importance may not be immediately evident, it is none the less a distinct step forward in the adequate protection of good will. If it is sustained in the Court of Appeals, as we trust it will be, it will effectually put a stop to a kind of unfair competition which was apparently legalized by the lower court in this same case.

It will be remembered that the lower court gave to the infringing concern the right to stamp the word "Oneida" on the pan of its traps, but not its corporate title, which must be stamped elsewhere. Under the plea that a geographical word is public property, this was in effect a license to an unknown concern to use the essential feature of a prominent competitor's trademark. Trappers the world over were accustomed to identify their equipment by the name "Oneida," yet any manufacturer or jobber who chose to locate in the town

of that name was declared entitled to apply the name to his goods.

Just consider for a moment what that decision implies. Geographical words are public property; very well, we will go to Winchester, Virginia, and make rifles; we will start an automobile factory in Ford, Arizona; we will make talking machines at Victor, Colorado; Columbia, Missouri, or Edison, Ohio! There is a hamlet in Italy known as Pianola. Perhaps we can find a State which harbors a town called Kodak, and the gazetteer may disclose a Big Ben which is properly located for a clock factory, or an Ivory for a soap works. And if we are modest, we can cite the Supreme Court of the State of New York as our authority for stamping *our address* on our merchandise.

The Appellate Division has, however, overturned that generous and open-handed decision, not without a suggestion of sarcasm. The victory of the Oneida Community on its appeal has an important bearing on the rights of advertisers, whether or not their trade-marks originally possessed a geographical significance.

Some Tangible Effects of Price-cutting We commend to the attention of the Committee on Resale Price-maintenance of the Chamber of Commerce of the United States (which committee is seeking definite and tangible evidence of the effects of price-cutting on standard merchandise) the following letter just received from Cheney Brothers, silk manufacturers, of South Manchester, Connecticut. Under date of July 9 H. B. Cheney writes to PRINTERS' INK:

"We are at the present time discontinuing our magazine consumer advertising, and most other forms of consumer work, because of the serious evil to our business of price-cutting, which has become such a serious matter during the past year that we believe we have received no benefit whatever from our considerable expenditure for advertising. In fact, we are inclined to believe that during the

last year our advertising has meant to us a direct loss.

"Immediately following the decisions of the Supreme Court in relation to price-maintenance, particularly that of the Sanatogen case, we experienced difficulty with price-cutting by department stores. The evil very rapidly grew, particularly in the Middle West, where during the last year as many as six department stores have sold our goods for less than they paid for them, for the purpose of appropriating our advertising for the benefit of their merchandising. The evil is so great and of such increasing magnitude that we think all people who are purchasing advertising must of necessity give the matter serious consideration. It is our intention to do whatever the law will allow us to do to maintain the integrity of our name and protect our customers against this form of piracy. When price-cutting reaches the point where goods are sold by merchants for less than they pay for them, we do not see how it is possible for anybody to offer to defend the practice of price-cutting.

"We desire to say that except for this evil of price-cutting we believe that advertising has proved its value to us, and it is not because we do not believe in advertising that we are discontinuing this work. It is because under the present circumstances we do not understand how we are able to bring its value back to us."

The Chamber of Commerce is endeavoring to consider the subject of price-maintenance from the standpoint of the general public; that is to say, it wants evidence of the effects of price-cutting upon the value and the accessibility of merchandise. Therefore it specifically asks, among other things, for "cases showing whether or not price-cutting actually reduces the value of, and hinders the distribution of, identified goods."

We think there can hardly be two opinions with regard to the case set forth in Mr. Cheney's letter. The manufacturer is obliged—or considers himself obliged—to give up the use of a business aid

which had proved itself highly profitable; the non-price-cutting retailer is deprived of a selling help which added nothing to his costs; even the price-cutter has succeeded only in killing off the advertising which alone made his cut effective. If that isn't reducing the value and hindering the distribution of identified goods, we should like to know what it is.

Strategy in Foreign Selling

According to an authority who speaks from the standpoint of a resident of Central America, the necessary prerequisite to the success of any Latin-American trade campaign is a nucleus of American residents in the country to be reached.

"The country doing the largest business with any Latin-American country," he says, in *Commerce and Finance*, "is the country which has the largest colony of first-class citizens there residing. England has the trade of Argentina. Germany had the trade of Brazil. The United States had that of Mexico."

Some very suggestive figures are given to show that, prior to the revolution of 1910, the American residents in Mexico had gradually increased to the number of 40,000, and that trade with the United States had increased in proportion, until in 1910 it was greater than Mexico's total trade with the rest of the world, and greater also than the trade of the United States with all the rest of Latin America combined. In some lines, notably haberdashery, shoes, and agricultural and mining machinery, the United States supplied practically the entire demand, and in so variegated and extensive a line as hardware, American goods represented no less than 76 per cent of the stocks throughout Mexico in 1910. And at the same time the freight rates from the United States to Mexico were equal to, and in many cases higher than, the rates from Europe.

The group of American residents in any country, be that group small or great in number, forms a convenient starting point for a

campaign of sales promotion. Not only is it a source of valuable information to the man on the ground, but its members can be easily persuaded to use and demand the goods. That is declared to be the German plan of action: the advance agent calling upon German residents first, and the trade second. As a point of strategy in foreign selling it may be worth considering.

A Prediction of Over- expansion

"Are we on the eve of a war boom?" asks Theo. H. Price in *The World's Work*, and answers the question in the affirmative. He maintains that the steady increase of our gold reserves, due to the favorable trade balance and the depreciation of European paper currency, will lead to a great extension of loans under the Federal Reserve Act which requires an average reserve of not more than 15 per cent of a bank's deposits. Such an extension, of course, means easy credits, and the temptation to over-expand. It means cheap money, and generally higher prices.

Of course it is a prophecy which may be fulfilled, or may be offset in large degree by factors which are as yet invisible. But it is important for the manufacturer—and especially the manufacturer with a nation-wide distribution—to keep his eyes open. If such a condition does arise, it will take more than ordinary good judgment to distinguish between the results of mere speculation, and a stable and lasting improvement in market conditions. But the maker of identified goods, of standard value, should emerge from such a "boom period" stronger than ever in the public confidence.

New York Printers Consolidate

Redfield Brothers, Inc., and Kendrick-Odell Press, Inc., New York printers, have consolidated as the Redfield-Kendrick-Odell Company, Inc.

"Something - to - Do" Appoints New England Representative

J. N. Clifford has been appointed New England representative of *Something-to-do*, of Boston.

"What's the reason for the remarkable amount of advertising LIFE is carrying?" is a question advertising men repeatedly ask us.

The reason is neither a secret nor a mystery. The day has arrived when advertisers' lists are composed of mediums of unquestioned value.

LIFE has always built right; its value is real. That's why we are carrying so much business.

More coming—watch LIFE.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

PHYSICAL CULTURE

for September will offer the first of an important series of contributions on Birth Control, by HAVELOCK ELLIS, acknowledged the world's foremost authority on this subject. Also the first installment of Robert Alexander Wason's new novel, "The Man Who Never Died."

Other notable contributions that will appear in this number are "Eugenics and Race Improvement", by Luther Burbank; "Nerves", by Dr. C. S. Carr; "Are Americans Unfit for Military Service", by a prominent United States Army officer; "Do Athletic Girls Make Good Wives and Mothers", by Dr. Luther Holsey Gulick.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building
W. J. MACDONALD, Manager

We are members of the
Audit Bureau of Circulations

**Rate Increased to
35 Cents Per Line
Effective Oct. 1st, 1915**

*Information gladly
furnished*

**Southern Woman's
Magazine**

NASHVILLE, TENN.

ROBT. L. BURCH - - President

EASTERN OFFICE
Flatiron Building, New York, N. Y.
LEE & WILLIAMSON, Managers
Telephone Gramercy 976

WESTERN OFFICE
1328 Peoples Gas Building, Chicago, Ill.
COLE & FREER, Managers
Telephone Randolph 2129

Member Audit Bureau of Circulations.

Advertising Men Head Habit-curing Institutes

The Neal Institutes in Ohio, which give treatments for curing the drink and drug habits, held their annual meetings recently at Cleveland. Advertising men are at the head of the three institutions. Ren Muiford, Jr., who is vice-president of The Blaine-Thompson Company, was elected president of the Cincinnati and Columbus Institutes and William J. Raddatz, vice-president of the Cleveland Advertising Club, president of the Cleveland Institute.

A. B. C. Statements to Correspond with Calendar Half Years

The convention of the Audit Bureau of Circulations held last month in Chicago, provided for the submission of semi-annual statements from publishers instead of quarterly, and the board of directors have decided to make the six months periods for periodicals correspond with the calendar half years, viz., from July 1st to December 31st and from January 1st to June 30th.

P. M. Richards Will Manage Advertising of New Company

Paul Morse Richards, of the New York advertising firm of Wightman & Richards, has become vice-president and advertising manager of the Coronet Cork & Seal Company, a company which will make corks and crowns for beer and soft-drink bottlers. Richard D. Wyckoff, editor of the *Magazine of Wall Street*, is president of this company, and Henry C. Lomb, formerly of Bausch & Lomb, Rochester, is treasurer.

Dempsey Succeeds Putnam on New York "Tribune"

John P. E. Dempsey, for three years on the Philadelphia *Record*, and before that on St. Paul and Minneapolis dailies, has joined the soliciting staff of the New York *Tribune*. He succeeds William H. Putnam, who recently became advertising manager of the New York *Herald*.

H. H. Warner Starts Patent Medicine Company

H. H. Warner of Warner's Safe Cure, has announced the organization of a \$600,000 company in Minneapolis. It is said the concern will put out a full line of proprietary remedies. The manufacturing end will be known as the New Era Company.

Death of E. A. Webb

The death of Edward Allyn Webb, president of the Webb Publishing Company, of St. Paul, Minn., occurred at his home on July 8th.

Trade Commission Completes Plan of Organization

The Federal Trade Commission has announced the organization of various branches and bureaus to enable it to carry on its work more effectively. These are:

An administrative branch under the secretary of the commission, who has not been appointed, to conduct administrative work.

An economic bureau to have charge of economic investigations and corporation reports.

An economic board of review to pass on the work of the economic bureau before report to the commission.

A legal department to make investigations, conduct hearings and attend to court work.

A board of law review to pass finally on all law questions.

A joint board of review for both the economic and law bureaus to decide contested problems.

An information bureau for business men, which will assist in building up American industry.

The division of corporation reports will classify information it gathers and give it back to the world at frequent intervals in such manner and form that it will be helpful to industry.

"This division," said Commissioner Party last week, "will secure general facts regarding each industry and put them into the hands of those interested. This will tend to prevent overproduction or the investment of new capital in any industry in which supply may have outrun demand. It will help business men to reduce cost of operation by standardizing products and by standardizing accounting systems."

Who First Made Soluble Cereal?

A new topic of interest in the cereal trade is the prospective litigation of the Kellogg Toasted Corn Flake Company and the Postum Cereal Company, both of Battle Creek, regarding the right to the patent which was granted on "Instant Postum." It is reported here that depositions are being taken in Michigan preliminary to an inference action before the Commissioner of Patents at Washington to come on later. The Kellogg company is said to claim to have originated a product substantially identical with the "Instant Postum" and to have had it on the market when the Postum company hurriedly secured its patent and announced its new soluble product. The issue is said to be as to which of the manufacturers was entitled to the patent and the proceedings are said to promise long and hot litigation. —*New York Journal of Commerce*.

"Protectolock" in Newspapers

In Baltimore, copy for the Protectolock has been appearing in the newspapers. The device is manufactured by the Recording & Protecting Lock Company, Dayton, O. The local sales agents' names appeared in the copy.

FALL LISTS

Should include *Pittsburgh Gazette Times* and the—

Gazette Times

Morning and Sunday—

Chronicle Telegraph

Evening except Sunday

They are the *TWO BIG NEWS-PAPERS* in a metropolitan district of 1,042,855 people.

**FLAT
COMBINATION RATE 22½c PER AGATE LINE**

For further information and co-operation write

URBAN E. DICE,
Foreign Advertising Manager
PITTSBURGH, PENNSYLVANIA.

J. C. WILLENDING
225 Fifth Avenue.....New York City

The J. M. BRANHAM COMPANY
Mallers' Building.....Chicago
Chemical Building.....St. Louis

Il Progresso Italo Americano

with a daily circulation of 145,000 has been so successful in the morning paper field that it has followed the requests of its subscribers and established an evening paper for the Italian field.

This paper will be known as

IL PROGRESSO ITALO AMERICANO DELLA SERA

which latter phrase means "of the evening".

Present edition 20,000 daily

IL PROGRESSO ITALO AMERICANO

42 Elm Street New York City

The Little Schoolmaster's Classroom

If an artist should desire to portray the Bad Angel of the advertising fraternity, the Schoolmaster guesses he would present him in the guise of the Boss with a blue pencil in his hand. The poor old Boss! How often he has been roasted to a turn, sometimes deservedly, sometimes not. Think of the wails which have ascended from copy-desks all over the land, when the beautifully proved layouts have returned in "revised" form. But what use to repine? The Boss is the Boss: it is *his* advertising, and his good money pays for it. He may be a bad angel, but without him we should none of us draw down our salaries.

The Schoolmaster quite frequently receives suggestions, and even whole contributions, which dwell none too lovingly upon the manifold sins and wickedness of the Boss. Most of them he passes up because they are entirely negative in effect, and do not give the Boss credit for knowing even the rudiments of his own business. Here is one, however, which is not only very cleverly done, but which actually makes a constructive suggestion. It comes from an agency copy man.

* * *

"I have never seen a page of copy that was correction-proof," he writes, "when viewed either as a literary production or a sales canvass. I do not think such copy can be written. But who is to be the judge of the copy writer's work? Who is to recognize the fly in the ointment, who is to pick the flaw in the diamond?

"Surely, no man unskilled in writing. Most certainly, no man who is not a master salesman. And yet, the great army of correctors numbers among its most active members the literary tyro and the merchandising minus.

* * *

"Oh, Beelzebub—for you, I take it, are at the bottom of this sorry business—what crimes are

committed in Correction's name! What slight deletions that remove the keystone of conviction's arch! What small additions that muddy the stream of thought! What corrections that serve only to make grammer incorrect! What substitutions that make well-bred phrases pick their teeth in public!

"Beelzebub! I blame you for it. May you some day be a copy writer too!

* * *

"We poor devils admit our fallibility. We concede that most critics are reasonable and fair. We recognize the average business man's ability to find real flaws in our selling tactics, and occasionally in the choice of a phrase. But here we stop conceding.

"The average business man doesn't know how to make his corrections. It may be his business to concoct candy confections or design evening wraps, but from all the evidence of his corrections, you would diagnose him Butcher. He has a way of getting a happy thought that should be added and bunglingly performing the operation himself.

"The copy may lilt and swing with the perfected grace of hours of polishing. Our corrector, little recking, blithely wrecks it with a phrase utterly foreign in tone, tempo and temper.

* * *

"It is as if a Scotch bagpiper broke loose during a performance of 'Parsifal.' He may be playing good music—but wouldn't it be in better taste to ask the orchestra conductor to arrange his part in the score for harmony's sake?

* * *

"By all means, Sir Corrector, correct. But do it in the margin, for re-writing into the copy by the copy writer. Then will the personality inherent in his copy be preserved. Then will the style—the intermesh of his sentences—the dash, the swing and the 'go' of his composition—be retained.

"I should call this constructive correcting. It is co-operation between client and writer, and is conducive to best results and untrammelled feelings. It is the conference idea applied to the correction of copy. Instead of arbitrarily sailing in with revisions, the matter is put up to the copy writer. He looks upon it as 'dope.' He thanks you for it as help. It improves his copy and he is glad of it.

"Contrast the benignity of an advertising world wherein correctors ask, rather than make, corrections, with the present dour prospect. In the good time to come there will be no more, 'and it don'ts' inserted in midst of our impeccable phrases. But this is of the cruder sort of corrector's atrocities. The subtler ones of adding perfectly good English in the wrong place, of spoiling atmosphere with a phrase out of character—these are more galling because crystal clear to the copy writer and entirely lost upon the corrector.

"Motto: Correct the copy writer, not the copy, and let the copy writer write it right."

* * *

The crop of copy featuring medals and awards granted at the Panama-Pacific Exposition has begun to make its appearance, and there is the usual difference of opinion as to the real advertising value of such decorations. There is one particular drawback this year in that the medals are the product of the United States Mint, and the diplomas have been printed by the Bureau of Printing and Engraving. Under the law, therefore, they cannot be reproduced. There is a movement on foot to get a ruling which will obviate the difficulty, but that may have to wait for a session of Congress which probably won't convene until December. Meanwhile the holders of awards are entitled to talk about them as much as they like, but pictures are taboo. And incidentally it may be worth remarking that the law is very definite on the subject, and is like-

Five Years' Experience

in building circulation for the same three big magazines has trained me in sales promotion through circular letters and printed matter. I've studied how people think; I use what I've learned in preparing "copy" that carries conviction and brings back business.

My training is profitably adaptable to other fields of long-distance salesmanship and printed publicity. A thorough-working, economic executive, with common-sense originality.

I Want a Bigger Job

"Z" Box 295, Printers' Ink

Want a 100% Efficient Art Department?

Consisting of **but one** modern artist, whose work from an art and advertising standpoint is absolutely right

—or comprising as many as twenty men working under him like a perfectly controlled orchestra.

If this is what you want, engage me; I work alone, or do team work.

My pictures have been starred by Harper's Weekly, Harper's Magazine, Collier's, Ladies' World, N. Y. Herald, Youth's Companion, etc.

My advertising pictures and designs have been used by The N. Y. Telephone Co., The American Tobacco Co., The Eastman Kodak Co., and dozens of equally well-known advertisers.

I am used to handling big propositions—accustomed to associate with big men—know expertly the technique of advertising, printing and engraving.

If you want a real business artist, well known as an art manager, who can make your art work pay, address

ARTCRAFTER, c/o Printers' Ink.

ly to be very drastically enforced if the authorities happen to stumble upon a violation of it. More than one publisher has unwittingly reproduced the address side of an envelope with a cancelled stamp on it, only to have his entire edition held up at the Post Office, and then it is necessary to smear black ink over every one of the offending half-tones before the is-



WEST VIRGINIA STATE BUILDING
PANAMA EXPOSITION

AND
The Autopianos

The greatest achievement ever accorded a piano manufacturer was the order from the State Commission of Fifteen States to deliver Autopianos to their State Buildings at the Panama Exposition. In glorifying the pictures of these State buildings, one cannot but note that the Autopianos are very attractive and artistically finished.

The California and New York State Buildings are perhaps the most elaborate and undoubtedly will attract a great deal of attention from the visitors to the Exposition. The Autopianos to be placed in these buildings have been especially designed for them, and the special Autopianos Player Grand has been manufactured to conform with the decorative scheme of the Reception Hall.

The Oregon State Building is distinguished by native lumber and pictures as well as iniquitous. The State Commissioners of Oregon sent a special shipment of Old Bay mastic lumber, by which the state is famous, to be used in the case work of the Autopianos to be placed in the building, thus making the Autopianos a part of the instrument in harmony with the general construction of the building.

The Autopianos Exposition model, which a duplicate can be seen in the State Building of the State of Oregon, is a copy of the pictures of the Autopianos line, which fact will mean a good deal in their considering the purchase of a Player Piano, as they will be able to picture the model in its place of use, and thus be better enabled to appreciate the value of the Autopianos.

The Autopianos of this Exposition. This shows that with the exception of the two cases mentioned above, the Autopianos was not made in any elaborate and fanciful style for this exhibit, such that the cost would make it prohibitive.

The fact that the Autopianos Company is placing this Exposition model in its regular line shows that it was made with the idea of producing a piano that would be popular with the average home and household surroundings as those of these State buildings, yet at a cost within the scope of the average American family's pocketbook.

We will be greatly surprised if the Exposition model does not become a success. We believe that the Autopianos Player Grand will be a great success in any of the larger cities. We suggest that you examine the model at your earliest convenience whether you are considering purchasing an Autopianos Player Grand. AUTOPIANO LTD. make clear to you why it is the most popular and most satisfactory player piano in the world with absolutely no exception.

C. A. HOUSE

1905-1907 Market St. Wheeling, W. Va.

My Experience Your Safeguard

EXAMPLE OF COPY ADAPTED TO DIFFERENT STATES

"Mica Make" Won't Break

Your slide efficiency increased by using our non-breakable Lantern Slides for advertising or lecture work. Guaranteed not to crack or break through heat or rough handling, and cost 4¢ less to mail. We also make glass slides. Write for prices.

NO-DESTRUCTO SLIDE CO.
205 So. 9th St., Philadelphia, Pa.

Commercial Artists and Designers

LINCOLN ILLUSTRATING CO.
510 New England Building
CLEVELAND - - - OHIO

sue can be mailed. Once upon a time the Schoolmaster prepared a newspaper page, with a pen-drawn illustration of a man holding a bunch of what was supposed to represent money. It didn't look any more like real money than it resembled cigar coupons, but a Government inspector was on the job right speedily. It is of no use to argue in a case like that; unless you have received an O. K.

forced
stum-
More
tinctly
of an
stamp
the edi-
Office.
smear
of the
the is-

from some authority *in advance*. you might as well yield gracefully first as last. Every once in a while the Schoolmaster sees a reproduction in some house-organ or piece of dealer copy which has apparently slipped through without being observed. But it isn't safe to trust to that. It is easy to tear off the stamp, or cover it up, and it ought to be done in every case.

* * *

But the Schoolmaster was talking about Exposition awards. He doesn't intend to argue the question as to their advertising value, but he rises to remark that they seem to pay in proportion to the care and forethought which is bestowed upon them. Here is the Autopiano Company, for example, making capital of the fact that its instruments have been officially installed in 15 of the State Buildings at San Francisco. The Schoolmaster is informed that there are two years of pretty hard work back of that announcement. In other words, the plan of campaign was all thought out two years ago, and the company went to work then to get the State Building Commissions to act favorably. Meanwhile a plan of dealer co-operation was in process, and the accompanying reproduction shows how it works out—the original ad being 20 inches across four columns. The company furnished electrods of all the State buildings in the list after the style shown in the West Virginia ad. Special posters were also furnished to dealers, and suggestions for window displays.

* * *

It is worth noticing, too, that the company regarded the campaign wholly from a merchandising point of view, and not merely



New York Evening Post



Outdoor Advertising Representative Wanted

We want a man who is seeking a large opportunity to make the most out of selling ability and hard work and capable of taking his place in a virile, growing organization.

He must have the personality and imagination required to represent an advertising medium whose potential force is being more appreciated by big advertisers every day.

Preferably a man with experience in selling painted and electric signs or one of general advertising experience.

Write giving particulars, and arrange for appointment. No personal callers will be interviewed, but all letters will procure an appointment and all correspondence will be held confidential.

The O.J. Guide Co., N.Y.

220 WEST 42nd ST., NEW YORK CITY

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

upon a
ured a
drawn
ing a
ed to
look
han it
but a
of no
that;
O. K.

as a "stunt." Instead of installing a lot of extremely ornate and impractical instruments which nobody would want outside of a million-dollar Fifth Avenue mansion, the "Exposition Model" is one which can be added to the regular line and sold to the average prospect. Thus the advertising is linked up with something the reader himself may possibly want.

J. X. Netter with Shapiro & Aronson

Joseph Xavier Netter, advertising manager for the New York Gas & Electric Appliance Company, has resigned to become advertising manager for Shapiro & Aronson, New York, makers of gas and electric fixtures.

Fly Killer Advertised in Baltimore

Bee Brand Insect Powder is being advertised in the newspapers of Baltimore. The copy is emphasizing the danger of disease carrying flies. McCormick & Company, of Baltimore, are the manufacturers.

PRINTERS' INK

Joseph Blethen President Seattle "Times"

Joseph Blethen has been elected president of the Times Printing Company, publisher of the Seattle *Daily Times*, and his brother, C. B. Blethen, has been appointed editor, following the recent death of Col. A. J. Blethen.

Harpers' New Directors

Ripley Hitchcock, Henry Hoyns, Jerome B. Latour and Thomas B. Wells all associated with Harper & Brothers for a number of years past, have been elected members of the board of directors.

To Make a New Carburetor

The Manufacturing and Sales Company, of the Float-Jet Carburetor, has been incorporated for \$300,000 in Newark, N. J. The concern plans to market a new type of carburetor.

B. T. Butterworth with New York "Times"

B. T. Butterworth, advertising manager of the New York *Telegram*, has become assistant to T. D. Taylor, advertising manager of the New York *Times*.

BY ADVERTISING IN

El Indicador Mercantil

You will be *sure* to reach every Wholesale and Retail Dry Goods, Notions and Ready-to-wear merchant in LATIN AMERICA.

El Indicador Mercantil

1328 BROADWAY, NEW YORK

Telephone, Greeley 740

Adv. Agencies

If you would have the full commission as *clear profit* (cutting out expense of handling), on Newspaper Classified, and eliminate all the fuss, bother and annoyance, you should turn the orders over to

**Arkenberg Special Agency, Publishers' Representatives
Newspaper Classified Exclusively, 408 Madison Ave., Toledo, Ohio**

We are carefully handling these details for 149 well known Agencies. You too can be well served. Write today. **Advertisers:** If you want lists of good papers, ask for Bulletin No. 134.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & COMPANY ADVERTISING

26 Beaver Street, New York
Chicago Philadelphia Boston

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service 131 East 23rd St. New York



ENGRAVING

PHOTO-ENGRAVERS

One or More Colors
for Catalogues, Advertisements
or any other purposes

GATCHEL & MANNING

SIXTH and CHESTNUT STREETS
PHILADELPHIA

FOR SALE

FOR SALE—At an exceptional bargain, slightly used high-speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

Advertising Art Salesman for Philadelphia and vicinity. Man of ideas who knows field and has followings. No would-be considered. Give details. Box 508, c/o P. I.

YOUNG MAN TO TAKE CHARGE of one of the largest Cut Service businesses in the country—must be experienced in all parts of the business and familiar with merchandising and the requirements of newspapers and advertisers in this line. Write full particulars first letter. Address Box 506, care of Printers' Ink.

High-priced professional publication needs the services of a first-class subscription solicitor; liberal inducements in salary and commission. Write fully, stating experience. Box 964, c/o P. I.

Live, young advertising solicitors in Boston, New York, Detroit, Philadelphia and Cleveland. Commission basis until ability is proven. If you are a live one and have had experience in automobile accessory publications, write immediately. THE FORDFAMILY, Karpen Bldg., Chicago, Ill.

POSITIONS WANTED

ADVERTISING ASSISTANT

Age 23. Forceful writer; excellent correspondent; knowledge engraving and printing methods. Can also take charge of department's details. Samples of work, references and reasons for change. 3356 Rand Street, Philadelphia.

Catalog compiler familiar with every phase of Selling by Mail desires position in Central or Western States. Unmarried, age past 30. Services available Aug. 15. Want bigger opportunity. Don't delay reply. Address Box 971, c/o P. I.

Man You're Looking For.
Age 27. College education, 6 years business experience as reporter, investigator, salesman, solicitor. 3 years chief copy and plan man on group of big trade and technical papers. Engineering training, a careful analyst, plenty of initiative, thorough knowledge of hardware and mechanical fields. Box 972, c/o P. I.

It Will Pay You

to answer this "Adv." if you need an experienced sales correspondent and advertising man who is qualified to take complete charge of this part of your business. 15 years' selling experience, coupled with a practical knowledge of follow-up plans, printing, laying-out of circulars, booklets, etc. Of special interest to mail-order firm, advertising manufacturer or mercantile house. Now employed by large firm in New York State, but can hold down a bigger job. A-1 references. Married. Position offered must have good future. Box 504, c/o P. I.

ADVERTISING OR SALES MANAGER
Experienced man desires position as Advertising Manager, with or without Sales Supervision. Strong copy and original ideas. Satisfactory references. Address Manager, Box 510, c/o P. I.

Competent young man (21) with general knowledge of Advertising and desire to grow up in the Advertising business, seeks opening with Advertiser, Publisher or Agency. Salary secondary consideration. Printers' Ink, box 508.

MAIL-ORDER MAN

My several years' experience planning and successfully handling mail-order campaigns will prove valuable to some organization. I am now engaged but will change for the right position. For details of my experience, qualifications and achievements, address Box 502, c/o P. I.

I may be the man you need in your agency or business. 10 years' experience in big agency work. Write dignified copy or spice it with ginger. Do booklets, folders, letters or displays. Specially happy with ideas, designs, layouts. Other information on request. Address box 507, care of Printers' Ink.

SALESMANAGER

is open for a position where a forceful personality and ability to handle a sales staff along modern efficiency lines is required; for the last six years sales executive for a large concern manufacturing a well-advertised line of specialties, can point to a splendid record of achievement in that field. Highest credentials. Box 505, c/o P. I.

To Any Dissatisfied Publisher:

Is there room for improvement in your business office; in handling routine; in eliminating waste; in co-operating with editorial, advertising and circulation departments. My 15 years' experience with class and trade publications is at the service of a live magazine or newspaper willing to give me a chance to make good. BUSINESS, Box 509, c/o Printers' Ink.

I am seeking position with a high grade concern in an executive capacity. 15 years' experience in various departments of two large manufacturers basis for soliciting interview. Have spent six years in sales promotion work. Experienced traveler.

Age 36. At present employed. Past service and credentials O. K. in every respect. Salary \$3,600. Box 501, care of Printers' Ink.

PRINTING

We want to figure on a monthly or quarterly of not less than 25,000, also advertising literature (booklets, circulars, etc.) in quantities. Danbury Printing Co., Danbury, Conn.

PUBLISHING BUSINESS OPPORTUNITIES

Exceptional Trade Monthly, doing nearly \$25,000 gross business, in growing field — \$15,000 for quick sale. Harris-Dibble Company, 171 Madison Ave., New York.

STANDARD BOOKLETS

Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized 3½x6, in 8, 16 and 32 pages, with covers. Twelve standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 Style No. 1 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. THE DANDO CO., 26-32 So. 3rd St., Philadelphia, Pa.

WANT-AD MEDIUMS

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. '14, 19,414.

The Portland, Me., Even's Express and Sun. Telegram carry more want ads than all other Portland papers combined. 1c a wd., 7 times ic.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sun., is the leading want ad medium of the great N. W., carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in '14, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even's News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn ic. statement and rate card.

Chester, Pa.—The Times and Republican cover afternoon and morning field, in a community of 120,000 population.

A History of 1914

Bound volumes of PRINTERS' INK make ideal references for Advertising Agents and Manufacturers who have occasion to compare past and present campaigns with plans for the future.

4 volumes 1914
\$8.00 the Set, Postpaid

PRINTERS' INK PUBLISHING COMPANY

12 West 31st Street, New York

ROLL OF HONOR

Birmingham, Ala., **Ledger**, dy. Av. for 1914. Best and cleanest advertising medium in Alabama.

New Haven, Conn., **Evening Register**, dy. av. for '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Joliet, Ill., **Herald**, evening and Sunday morning. Av. year ending Dec. 31, '14, 9,775.

Peoria, Ill., **Evening Star**. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., **Hawk-Eye**. Av. 1914, daily, 5,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., **Register and Leader-Tribune**, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., **Item**, net daily average for 1914, 56,960.

Bangor, Me., **Commercial**. Average for 1914, daily 11,753.

Portland, Me., **Evening Express**. Net av. for 1914, dy. 20,944. Sun. **Telegram**, 14,130.

Baltimore, Md., **News**, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For June, 1915, 77,688 daily; 67,977 Sunday.

The absolute correctness of the latest circulation rating accorded the **News** is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Mass., **Eve'ng Transcript** (◎◎) Boston's tea table paper. Largest amount of eve. ad'tg.

Salem, Mass., **Evening News**. Actual daily average for 1914, 20,021.

Worcester, Mass., **Gazette**, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., **Farm, Stock & Home**, semi-monthly. Average first 3 months 1915, 12,656.

Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 circulation. Use it to reach this section most profitably.

Minneapolis, Minn., **Tribune**, W. J. Murphy, publisher. Established 1887. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune, 155,144.

St. Louis, Mo., **National Farmer and Stock Grower**. Actual average for 1914, 128,373.

Camden, N. J., **Daily Courier**. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., **Courier**, morn. Av. 1914, Sun-day, 99,241; dy. 67,100; **Enquirer**, ev., 47,556.

Schenectady, N. Y., **Gazette**, daily. A. N. Lietz. Actual average for 1914, 23,017.

Cleveland, O., **Plain Dealer**. Est. 1841. Actual av. for 1914, 124,913; Sun., 155,342. For June, 1915, 132,441 daily; Sun., 165,702.

Erie, Pa., **Times**, dy. Aver. circulation, '14, 23,270; 23,727 av., June, '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Washington, Pa., **Reporter and Observer**, circulation average 1913, 13,575.

West Chester, Pa., Local News, dy. W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.



Wilkes-Barre, Pa., Times-Leader, eve. exec. Sun. A.B.C. audit to March 31, 1915, 19,130.

York, Pa., Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Chester, Pa.—Times, dy. av. '14, 9,161; **Morning Republican**, dy. av. Apr.-Sept. '14, 4,326.

Newport, R. I.—Daily News, eve., 66th year. Covers field. Circulation for 1914, 4,845.

Providence, R. I., Daily Journal, Av. net paid for 1914, 20,653. (◎◎) **Star**, Sun., 33,018. (◎◎) **The Evening Bulletin**, 46,772 ave. net paid for '14.

Tacoma, Wash., Ledger. Average year 1914. Daily 22,286, Sunday 29,107.

Tacoma, Wash., News. Average for year 1914, 22,576.

Racine, Wis., Journal-News. A. B. C. audit gives biggest circulation.

GOLD MARK PAPERS

Bakers' Helper (◎◎) Chicago. Only "Gold Mark" jour. for bakers. Oldest, best known.

Boston, Mass., Eve'ng Transcript (◎◎) estab. 1830. The only gold mark daily in Boston.

Worcester, Mass., L'Opinion Publique, (◎◎) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (◎◎) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (◎◎) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (◎◎) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (◎◎) has the largest cir. of any tech. paper in the world.

THE PITTSBURG DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (◎◎) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Milwaukee, Wis., Eve'ng Wisconsin (◎◎) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

Table of Contents

PRINTERS' INK, July 22, 1915

Turning the Profit Corner by Centering on Quickest-moving Lines.....	3
An Interview with H. J. Winsten, Sales and Adv. Mgr., Chicago-Kenosha Hosiery Company.	
"Black Cat" Hosiery Makes an Investigation and Acts on the Disclosures.	
Soliloquy of the Copy Chief's Blue Pencil.....	17
What Happens When It Sets to Work Revising the Copy of the Agency's Copy Writers.	
Small Ads Build Tidy Business.....	19
Story of the Upbuilding of Ayvad's Water-wings.	
How Taggart's Salesmen "Sold" Themselves on Advertising. <i>Elmer L. Cline</i>	25
Sales and Adv. Mgr., The Taggart Baking Company, Indianapolis.	
Getting the Helpful Features for an Employees' House-organ.. <i>Gail Murphy</i>	31
The Co-operation of the Whole Force Is Needed.	
A Letter Campaign That "Broke the Ice" for the Salesmen.....	37
<i>W. G. Armstrong</i> Of the Worcester Pressed Steel Company, Worcester, Mass. How It Has Worked Out Against All Precedent in Its Field.	
Conducts a Regular Campaign to Land an Advertising Job.....	44
Not Discouraged by War Times, Candidate Acts and Wins on the Theory that an Advertising Man Should Be Able to Sell His Own Services.	
What I Would Do as a Manufacturer if I Were Seeking Department-store Co-operation	53
<i>J. F. Beale, Jr.</i> Adv. Mgr., Saks & Co., New York.	
Combating Dealer Prejudice Against Trade-marked Goods.....	63
The Thomas G. Plant Company Conducts a Campaign, Aiming to Wake Up Merchants to Advantages of Easy Sales and Quick Turnovers.	
Out-maneuvering the Department Store.....	67
Campaign in Dailies to Stop Substitution and Get the Full Returns from the Advertising.	
Where to Address Inquiries for Advice from Government.....	68
Instances of Help Afforded by Various Departments.	
Drilling Salesmen to Be Good Judges of Credit.....	73
<i>Raymond Welch</i> How the Practice is Working Out in Some Successful Houses.	
Some Knotty Questions About Trade-marks Recently Decided.....	90
Advertisers Checkmated in Plans to Use Ornamental Features in Their Designs.	
Campaign for Real, Salable Article Staged by Ad Club Members.....	100
Milwaukee Club Discusses Plans for Merchandising a Device Recently Put on the Market.	
Editorials	104
Management by Vote of Stockholders—The Significance of the "Oreida" Case—Some Tangible Effects of Price-cutting—Strategy in Foreign Selling—A Prediction of Over-expansion.	
The Little Schoolmaster's Classroom.....	110

Index to Advertisers

PAGE		PAGE	
American Agriculturist	65	Mother's Magazine	93
American Breeder	88	Motor Age	5
American Magazine	66	Motor Print	5
American Sunday Magazine	46	Motor World	5
Arkenberg Special Agency	114	New Bedford Standard and Mercury	102
Atlanta Georgian-American	62	New England Dailies	102
Automobile	5	New England Homestead	65
Ayer, N. W., & Son	1, 49	New Haven Register	102
Brown, Paul	113	New York American	41
Burlington Free Press	102	New York Herald	82
Butterick Publishing Co.	55	New York Evening Post	113
Calgary Herald	87	New York Progresso Italico Americano	109
Canadian A. B. C. Members	87	New York Progresso Italico Americano Della Sera	109
Canadian Courier	87	New York World	95
Canadian Farm	87	No-Destructo Slide Co.	112
Chicago Daily News	42	Nordhem, Ivan B., Co.	86
Chicago Tribune	120	Northwest Farmstead	65
Class Journal Co.	5	Orange Judd Farmer	65
Classified Advertisements	115-116	Ottawa Evening Citizen	87
Coca-Cola Co.	70-71	People's Popular Monthly	7
Collier's	29	Phelps Publishing Co.	59
Comfort	60-61	Physical Culture	108
Condon, Edw. U.	112	Pittsburgh Chronicle Tele- graph	109
Dry Goods Economist	101	Pittsburgh Gazette Times	109
Dyer, George L., Co.	27	Portland Evening Express	102, 103
Engineering and Mining Journal	21	Position Wanted — "Art- crafter"	112
Farm and Home	59	Position Wanted — "Z"	111
Farm and Dairy	87	Printers' Ink	116
Farmers' Advocate	87	Providence Evening Bulletin	11
Farm Journal	16	Providence Journal	11
Farm News	85	Railway Age Gazette	22-23
Francis, Charles, Press	98-99	Railway Age Gazette — Mechanical Edition	22-23
Gold Mark Papers	117	Red Book Magazine	14-15
Greenleaf Co.	97	Regina Evening Province	87
Gude, O. J., Co.	113	Roll of Honor	117
Halifax Herald & Mail	87	Salem News	102
Hamilton Corporation	77	Scribner's Magazine	13
Hampshire Paper Co.	79	Signal Engineer	22-23
Harper's Bazar	69	Simmons-Boardman Pub. Co.	22-23
Hartford Courant	102	Simmons Publishing Co.	85
Hill Publishing Co.	21	Southern Farming	65
Indicador Mercantil	114	Southern Woman's Magazine	108
Judd, Orange, Co.	65	Sperry Magazine	24
Kingston British Whig	87	Springfield Union	102
Leslie's	45	Theatre Magazine	94
Life	107	Thompson, J. W., Co., Ltd.	87
Lincoln Freie Presse	113	Today's	50-51
Lincoln Illustrating Co.	112	Walker & Co.	89
Los Angeles Times	72	Want-Ad Mediums	116
London Free Press	87	Ward, Artemas	2
Lynn Item	102	Waterbury Republican	102
McCann, H. K., Co.	9, 87	Wein Manufacturing Co.	91
McClure's	30	Woman's World	33-4-5-6
Manchester Union and Leader	102	Worcester Gazette	102
Medical Council	103	World's Work	52
Merchants Trade Journal	78	Yawman and Erbe Mfg. Co.	81
Meriden Record	102	Youth's Companion	83
Modern Priscilla	56		
Moose Jaw Times	87		

In Every Bunch of Workers

there are some who are eager, keen to learn, energetic and alive—and they are the ones who win promotion, bigger incomes, get homes of their own and the other things worth while this life has to give.

It's **that kind of workers** that you manufacturers, you advertising and sales managers and you advertising agents **are interested in**. For it's that kind of workers, in every grade and kind of labor, from the factory hands all the way up to the mahogany desks in the "front office"—from the man at the lathe to the man in the manager's chair—**who have desires to be filled and the grit and ability to see that they ARE FILLED.**

It's **that kind of workers** who by their responsiveness **make advertising pay**. It's that kind of workers who read The Chicago Tribune, **because it's THEIR kind of a newspaper**. It's that kind of **readers** who give The Tribune its leadership in **advertising results**.

The Chicago Tribune

The World's Greatest Newspaper
(Trade-mark Registered)

Circulation Over { 500,000 Sunday
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco